

# Product Placement and brand attitude development in the age of digital media with disclosure and persuasion Knowledge related to brand association. A review paper from the last decade

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## Abstract

Due to the obvious increased clutter and customers' purposeful avoidance of traditional marketing, marketers have developed new strategies to effectively engage with their customers. One such method is to include media-based product placements in the tale. When customers are aware of prominent placements, their perceptions about the put goods may become less optimistic than more favorable. The promotional placement of a product or brand in a film, television series, or other entertainment programming is known as product placement or brand placement. In recent years, YouTube has hugely impacted customer attitudes and behavior toward companies. Vloggers influence user attitudes by endorsing items in their evaluations and analyses of product vlogs. According to the current study's findings, brand placement in digital media sources such as the web, mobile, and social media networks rose at the quickest rate ever in 2019, increasing by 20.9 percent. Studies have used YouTube to look at audience awareness as a significant modulator of product placement's effect. Product placements and other advertisements have become more prominent in entertainment venues, making customers more aware of them while raising their apprehension.

**Keywords:** *Product placement, brand attitude, explicit measures, implicit measures, YouTube*

## 1.1 Introduction

Online social media sites such as Facebook, Twitter, YouTube, Instagram, and others have seen a spike in popularity in recent years (Zannettou et al., 2018). The usage of corporate profiles and adverts on social media platforms to promote products online has shown to be effective marketing strategies. Product

placement and brand awareness have significantly risen due to digital media like YouTube in recent years. According to (Lou & Yuan, 2019), content likeability influences social media interaction and credibility; content credibility influences social media engagement; content likeability, content credibility, and social media engagement all influence

consumer acceptance of mobile social network product placement. Corporations have begun to submit items to chosen YouTubers to increase brand recognition. Established YouTubers may expect freebies from businesses, which may increase their chances of getting included in their videos (Kelly et al., 2019a).

Marketers have devised new strategies to efficiently contact their audiences because of increased clutter and clients' deliberate avoidance of traditional marketing. Using media-based product placements in the story is one such strategy. Customers' thoughts about the placed product may become less positive rather than more favorable when they are aware of blatant placements (Duffield, 2019). According to (McCuddy & Esbensen, 2021), failure to identify the growing diversity of product placement in entertainment media content, as well as awareness efforts and alerts about the practice's prevalence, are unlikely to help neutralize any detrimental impacts on vulnerable populations such as children and young people. Previous research attempting to explain how product placement in games may indirectly impact a consumer's perception of the brand, consumers who play games have a more favorable attitude toward corporations who employ screen placement rather than script placement (Zhiyu, Nguyen, & Manestam, 2019).

However, Brand interaction benefits elements such as purchase intention awareness, memory, brand attitude, and information sharing. According to (R. P. Singh & Banerjee, 2018), celebrity credibility significantly influences consumer attitudes toward brands and commercials and purchase intent; both brand and advertising views based on celebrity credibility have a favorable impact on purchasing intent. In addition to this, Product placement has been shown to influence product attitude and purchase intent significantly. The product's attitude has a positive influence on purchase intent (Zhao et al., 2017). Other research has looked into how product placement in movies affects purchase intent, attitude, and perspective shift. According to the research, product Placement improved brand recall, attitude, and recommendation, as well as brand 'feelings,' association, and purchase inclinations (S. Singh & Srivastava, 2018). Consumers may have unfavorable mental

effects due to greater brand exposure, resulting in poor brand choice influences. According to one analysis, product placement might do better with less exposure (Neale & Corkindale, 2021). The impact of product placement was assessed by examining website traffic and social media conversations containing brand-related activity. (Corkindale, Neale, & Bellman, 2021) find that prominent product placement tactics lead to more online dialogues and traffic for the brand, with some evidence of decreasing benefits at high levels of prominence.

The present review finds how digital media, such as YouTube, has influenced product placement and brand attitude persuasion. The current study examines the link between customer brand attitudes and product sales. The present research looks at recent product placement, brand attitude, and digital media. The critical theories discussed by the preceding researcher are investigated in the literature.

## 1.2 Research Methodology

A literature review is a study that tries to aid theory building, close gaps in knowledge, and identify areas where more research is needed by examining current literature on the subject (Wehrli, Saheb-Al-Zamani, Khanna, Lax, & Anastakis, 2018). The purpose of this article is to present a thorough examination of product placement, brand attitude, and digital media in the past. A quantitative evaluation based on bibliometric analysis and a qualitative review based on a systematic review was conducted to this goal (Wehrli et al., 2018)), this method is used, and it consists of four steps: literature review, quality evaluation, eligibility, and inclusion criteria, and studies included in a qualitative synthesis of relevant studies.

### 1.2.1 Literature Research

The Scopus database, Web of Science, and Google Scholar were used to collect as much related literature as feasible. In order to achieve the goal of sketching a thorough portrait of digital marketing research today, related articles in English were included in the assessment of different research trends in product placement, brand attitude, and digital media. Commonly utilized as a data source, it contains complete coverage of over 30 articles and assures the quality of the literature by employing widely established citation indexing.

**Quality Assessment:**

This paper contains original articles, as well as review articles, in order to make the study more comprehensive and minimize duplication of papers in the review. To further limit down the data, abstracts and conclusions were examined. The references referenced in the selected publications and the articles quoting our sampling papers were also verified.

**Eligibility and Inclusion Criteria:**

Among the identified works of literature, articles were subjected to a more stringent and precise selection process based on the following criteria: Articles written in English were picked only if they have been published in journals to ensure the high quality of the papers chosen. After the extraordinary progress in marketing, this article evaluates the marketing literature on product placement, brand attitude, and digital media. The majority of the research offered quantitative data, but numerous publications with high-quality qualitative analyses were also

available. The research also included review papers as a category. Duplicate research from various publications was removed, as were other studies that were irrelevant.

**Studies Included in Qualitative Synthesis**

Following the selection of the 30 papers, the procedure consisted of two distinct processes. In the first phase, the necessary information was imported into Microsoft Excel for a descriptive study of the literature in marketing on product placement, attitude, and digital media. The second phase was to conduct an in-depth content analysis to identify and assess the primary research streams, reporting on the state of the art of research across various themes and indicating potential obstacles and possibilities for future study. Content analysis is a systematic technique to document and text analysis that aims to characterize and quantify the evident content of communication in predetermined categories, allowing for reproducible and reliable conclusions from texts.

Table 1: Studies since 2017 that Investigated the Effect of Product Placements on Brand Attitude

<b>S/N</b>	<b>Author</b>	<b>Presentation of Product Placements in the Study</b>	<b>Type of Research Design</b>	<b>Modality of the Product Placements in the Study</b> 508	<b>Number of Exposures to PP In the study</b>	<b>Does the Study Measure Explicit or Implicit Attitude?</b>
	Alharthi Rami Hashem <sup>1</sup> , et. al.					
<b>1</b>	(Dias, Dias, & Lages, 2017)	Prominent	Experiment	Audio-visual	One	Explicit
<b>2</b>	(Jin & Muqaddam, 2019a)	Prominent	Experiment	Visual	One	Explicit
<b>3</b>	(N L Ewers, 2017)	Prominent	Experiment	Visual	One	Explicit
<b>4</b>	(Yao & Huang, 2017)	Prominent	Non-experimental	Audio-visual	One	Explicit
<b>5</b>	(R. K. Srivastava, 2018)	Prominent	Non-experimental	Audio-visual	One	Explicit
<b>6</b>	(Martí-Parreño, Bermejo-Berros, & Aldás-Manzano, 2017)	Prominent and Subtle	Experiment	Game Audio-visual	One	non
<b>8</b>	(Guo, Ye, Duffy, Li, & Ding, 2018)	Prominent	Experiment	Audio-visual	One	Explicit
<b>9</b>	(Zhang & Hung, 2020)	Prominent	Experiment	Visual	One	Explicit

<b>S/N</b>	<b>Author</b>	<b>Presentation of Product Placements in the Study</b>	<b>Type of Research Design</b>	<b>Modality of the Product Placements in the Study</b>	<b>Number of Exposures to PP In the study</b>	<b>Does the Study Measure Explicit or Implicit Attitude?</b>
<b>10</b>	(D'Hooge, Hudders, & Cauberghe, 2017)	Prominent and Subtle	Experiment	Visual	One	Explicit and implicit
<b>11</b>	(R. K. Srivastava, 2018)	Prominent	Non-experimental	Audio-visual	-	Explicit
<b>12</b>	(Tessitore & Geuens, 2019)	Prominent	Experiment	Audio-visual	One	Explicit
<b>13</b>	(R. Srivastava, 2020)	Prominent	Non-experimental	Audio-visual	-	Explicit
<b>14</b>	(Vashisht & Mohan, 2018) persuasion knowledge	Prominent	Experiment	Game Audio-visual	One	Explicit
<b>15</b>	(Pelsmacker & Verberckmoes, 2019)	Prominent	Experiment	Game Audio-visual	One	Explicit

<b>S/N</b>	<b>Author</b>	<b>Presentation of Product Placements in the Study</b>	<b>Type of Research Design</b>	<b>Modality of the Product Placements in the Study</b>	<b>Number of Exposures to PP In the study</b>	<b>Does the Study Measure Explicit or Implicit Attitude?</b>
<b>16</b>	(Ham, Park, & Park, 2017)	Prominent	Non-experimental	Audio-visual	-	Explicit
<b>17</b>	(Gillespie, Muehling, & Kareklas, 2018)	Prominent and Subtle	Experiment	Audio-visual	One	Explicit
<b>18</b>	(K. Daems, De Pelsmacker, & Moons, 2019)	Prominent	Experiment	Game Audio-visual	One	Explicit
<b>19</b>	(Smink, Reijmersdal, & Boerman, 2017)	Prominent and Subtle	Experiment	Audio-visual	One	Explicit
<b>20</b>	(Güngör, 2020)	Prominent and Subtle	Experiment	Game Audio-visual	One	Explicit
<b>21</b>	(Folkvord, Bevelander, Rozendaal, & Hermans, 2019a)	Not Clear	Non-experimental	Audio-visual	-	Explicit
<b>22</b>	(Dens, De Pelsmacker, & Verhellen, 2018)	Prominent	Quasi-experiment	Audio-visual	One	Explicit
<b>23</b>	(Ülker-demirel & Yıldız, 2021)	Not Cle	Non-experimental	Audio-visual	-	Explicit

<b>S/N</b>	<b>Author</b>	<b>Presentation of Product Placements in the Study</b>	<b>Type of Research Design</b>	<b>Modality of the Product Placements in the Study</b>	<b>Number of Exposures to PP In the study</b>	<b>Does the Study Measure Explicit or Implicit Attitude?</b>
<b>24</b>	(Van Vaerenbergh, 2017)	Prominent	Experiment	Audio	One	Explicit
<b>25</b>	(Davtyan & Cunningham, 2017)	Prominent	Quasi-experiment	Audio-visual	One	Explicit
<b>26</b>	(Park & Lin, 2020)	Not Cle	Non-experimental	Audio-visual	-	Explicit
<b>27</b>	(Russell & Russell, 2017)	Prominent	Experiment	Visual	One	Explicit
<b>28</b>	(Naderer, Matthes, Marquart, & Mayrhofer, 2018)	Prominent	Experiment	Audio-visual	One	Explicit
<b>29</b>	(Roettl & Terlutter, 2020)	Prominent	Experiment	Game Audio-visual	One	Explicit
<b>30</b>	(Soebandhi & Andriansyah, 2017)	Prominent and Subtle	Non-experimental	Game Audio-visual	-	Explicit

### 1.3 Classification of literature

The literature is further divided into four major categories according to the results obtained from the published articles. The recent literature is divided into product placement studies, brand attitude, digital media, and Implicit and Explicit Measures.

#### 1.3.1 Product Placement

The employment of a logo, a brand name, or a product or its packaging in an entertainment medium is known as product placement or brand placement (Lehu & Bressoud, 2008). Product or brand placements (PP) are marketing methods in which branded goods or brand names are purposefully placed in entertainment media like movies or television shows (Balasubramanian, Karrh, & Patwardhan, 2006). According to Ependi & Alversia, (2018), product placement or brand placement is the promotional placement of a product or brand in a film, television series, or other forms of entertainment programming. Although the marketing objective is not stated explicitly, it is understood as part of theatrical entertainment. Most product placement definitions assume that goods benefit from cultural allusions in entertainment material, such as the degree to which a brand is tied to a positive or bad character in the story, narrative connection, and context integration (Searle, Nienaber, & Sitkin, 2017). Product placement, however, operates in a similar way to celebrity endorsement, as the well-known meaning transfer model demonstrates (Adler et al., 2018). Social psychologists frequently use questionnaires or interviews to measure explicit attitudes (Genschow, Rigoni, & Brass, 2017). Deliberative, cognizant, or purposeful attitudes are other terms for explicit attitudes.

According to Fransen, Verlegh, Kirmani, & Smit, (2015), the advertisers see product placements as a technique to introduce customers to compelling commercials while also preventing viewers from utilizing avoidance strategies. Avoiding or disregarding persuasive messaging is a systematic way for consumers to escape the consequences of advertising. Multitasking is every day among television viewers, with an estimated 85 percent of Americans doing it (Fossen & Schweidel, 2019). There is considerable fear that this technique may draw attention away from

advertisements. As customers engage in media multitasking, marketers should be especially aware of the impact of the verbal component of product placement (Beuckels, Ye, Hudders, & Cauberghe, 2021). Marketers have devised new strategies to efficiently contact their audiences due to increased clutter and customers' willful avoidance of traditional marketing. Using media-based product placements in the story is a strategy (Aunger & Valerie Curtis Hygiene, 2015). However, according to a study, according to (Lai et al., 2020) customers' thoughts about the placed product may become less positive rather than more favourable when they are aware of blatant placements.

In the context of digital media, for a low-involvement product, prominent product placement leads to higher brand memory than discreet product placement. A low-involvement product is often low-cost and poses little risk to the consumer if purchased incorrectly (O'Rourke & Carrillat, 2016). On the other hand, a discreet product placement leads to higher brand recall for a high-involvement product than huge product placement. Furthermore, the research suggests that discreet product placement results in a more favorable brand attitude for a low-involvement product than prominent product placement. Visible product placement leads to a more desirable brand attitude for a high-involvement product than modest product placement for a low-involvement product (Yildiz, 2016). According to one study, prominent product placement tactics, especially verbal product placements, result in immediate increases in online word of mouth and clickthrough rate for the advertised brand (Eagle & Dahl, 2018). However, there is some evidence of decreased returns at high levels of notoriety. According to various studies, prominent product placements or brands that show in the center of the screen, resulting in higher brand memory than discreet product placements or brands that appear in the screen's backdrop (Debatisse, 2015). In addition to this, prominent product placement has a good influence on brand recall. That impact has been identified in product placements in audio-visual media (Wang, Chen, Hao, Peng, & Hu, 2019). Another area where product placement graphics might be studied is virtual reality (VR).



**Table 2:** authors details, year, citations, segment, and settings

Authors	Year	Cited By	Segment	Settings
Kafkas K., Perdahçi Z.N., Aydin M.N.	2021		purchase patterns	empirical study
Rutter R.N., Barnes S.J., Roper S., Nadeau J., Lettice F.	2021		product placemen	empirically test
Chan F.F.Y., Lowe B.	2021	2	Placing products	brand perceptions
Matušinská K., Stoklasa M.	2021		ADVERTISING STRATEGY	FCB MODEL
Spielvogel I., Naderer B., Matthes J.	2021	6	European Union	product placement
Lai I.K.W., Liu Y.	2020	8	product placement	social media engagement
Spielvogel I., Naderer B., Matthes J.	2020	6	product placement	cognitive processing
Hackley C., Hackley A.R.	2019	9	convergence	social media conversations
Fossen B.L., Schweidel D.A.	2019	6	product placement	brand-related
Chavadi C.A., Menon S.R., Sirothiya M.	2019	1	Brand Placements	movies
Naderer B., Matthes J., Zeller P.	2018	28	children's movies	product interaction
Fong Yee Chan F., Lowe B.	2018	7	product placement	television programme

In some cases, however, prominent placement hurts brand perception. These situations arise when viewers are involved with the medium vehicle, such as when they like it or become aware of planned product placement or selling effort (Berg & Vance, 2017). However, recent developments in persuasion knowledge were observed to grow with higher placement frequency. In one study, eye tracking and electroencephalography were used to investigate the impact of product placement disclosures on-brand responses. According to the study, while product placement disclosure decreases brand attitude, viewers exposed to it have a more extended fixation period on the placed product. Surprisingly, the attention period reduces the negative impact of brand disclosures on brand perception (Schmuck, Matthes, & Naderer, 2018).

### 1.3.2 Brand Attitude

A person's complete thoughts, perceptions, and sentiments about a range of brands are characterized as consumer brand attitude (Krishna, 2012). According to Peck & Childers (2008), memory improves when the PP modality and plot connection are incongruent. Incongruent or unrelated placements harm

brand attitudes because they look out of place and are rejected. On the other hand, congruent placements look natural and aid in persuasion. The findings of Gross, Matthews, Cohn, Kanade, & Baker, (2010) a video game research, highly congruent games help people remember the brand they are playing. On the other side, players' displeasure with a highly themed game for a low-involvement product may outweigh the favorable memory effects. The study looked at how brand memory and gaming attitudes are affected by game-product congruency (Bonsteel, 2012). However, consumers exposed to the brand as the source condition showed a minor variation in corporate credibility or brand attitude regardless of product placement style. Customers exposed to Instagram influencers as the source of information had higher business credibility and a more favourable attitude about company postings than those just exposed to items (Kapitan & Silvera, 2016). Consumers react differently to product placement on Instagram influencers' profiles depending on whether the influencers are present or not. Customers will be more damaging if influencers do not appear with the products they promote (Jin & Muqaddam, 2019b).

**Table 3:** authors details, year, citations, segment, and settings

Authors	Year	Cited By	Segment	Settings
Rodrigues I., Lopes J.M., Borges A., Oliveira J., Oliveira M.	2021		club application	brand attitude
Prados-Peña M.B., Del Barrio-García S.	2021	2	brand equity	brand extensions
Liu F., Meng L., Zhao Y., Duan S.	2020	3	COVID-19	social responsibility disclosures
Wu W.-Y., Do T.-Y., Nguyen P.-T., Anridho N., Vu M.-Q.	2020	9	brand equity	customer-based brand equity
Oh A.-H., Park H.-Y.	2020	7	brand loyalty	brand attitude
Tobias-Mamina R.J., Kempen E., Chinomona R., Sly M.	2020	1	brand attitude	instagram advertising
Lopez-Lomelí M.Á., Llonch-Andreu J., Rialp-Criado J.	2019	3	social responsibility disclosures	consumer brand
Gaber H.R., Wright L.T., Kooli K.	2019	14	Consumer attitudes	consumer brand
Delafrooz N., Rahmati Y., Abdi M.	2019	3	electronic word of mouth	Instagram users
De Villiers M.V., Chinomona R., Chuchu T.	2018	10	brand experience	purchase intention
Neese W.T., Foxx W., Eppler D.B.	2018	1	automobile market	consumer reactions
Jang Y.-S., Baek S.-W., Kim S.-H.	2018	1	consumer attitude	behavior

According to J. Daems & Macken, (2019) to brand interaction benefits elements such as purchase intention awareness, memory, brand attitude, and information sharing. According to one study, celebrity credibility significantly influences consumer attitudes toward brands and commercials and purchase intent; both brand and advertising views based on celebrity credibility have a favorable impact on purchasing intent (McCormick, 2016). After being exposed to product placement, viewers' persuasion knowledge will be triggered, resulting in reduced brand memory and attitude. Adding a disclaimer before product placement, on the other hand, reduces brand memory while not affecting brand attitude (Matthes & Naderer, 2016). According to Ewers, (2017b) disclosures about placements help brands recall them for placements seen regularly. Regardless matter how often they are placed, disclosures usually trigger compelling information. Persuasion experience, on the other hand, did not result in increased adverse reactions to brand attitudes. According to studies, activating people's conceptual knowledge of persuasion might also boost their attitude knowledge (Boerman & van Reijmersdal, 2016; Lu et al., 2014). "Attitudinal knowledge of persuasion" is defined as "critical attitudes towards

advertising, such as skepticism or dislike of the advertisement" (Simons et al., 2016). Establishing feelings of psychological reactance and activated mental awareness of persuasion will increase motivation to fight the message.

Previous research on children revealed no effect when exposing product placements in TV episodes (Eva A. van Reijmersdal, Boerman, Buijzen, & Rozendaal, 2017). According to various studies, placement disclosures had little influence on the audience's brand views. Compared to placement without disclosures, Campbell et al., (2013) discovered that disclosures preceding covert persuasion do not influence viewers' brand attitudes. Viewers' brand perceptions are similarly positive in the initial disclosure condition as they are nondisclosure. Furthermore, according to van Rozendaal, Slot, Van Reijmersdal, & Buijzen, (2013), whether disclaimers are displayed before or after product placement, viewers exposed to disclosure have no more critical attitudes about product placement than those who are not. In addition, Schmuck, Matthes, & Naderer, (2018b) investigated the direct and interaction effects of disclosures and placement frequency on viewers' brand responses. Other

research has revealed that the inclusion of placement disclosures can serve as a trigger to viewers, alerting them to the presence of persuasive information, activating their psychological reactance, and ultimately leading to a negative brand opinion (Boerman, van Reijmersdal, & Neijens, 2012; Eva Adriana Van Reijmersdal, Lammers, Rozendaal, & Buijzen B, 2015). The persuasion knowledge model states that people understand the explicit purpose of communications by activating their persuasion knowledge and then choose and execute effective and acceptable strategies to deal with persuasion efforts.

### 1.3.3 YouTube Vloggers and Product Placement

Facebook, Twitter, YouTube, Instagram, and other online social media sites have witnessed a surge in popularity in recent years. Corporate accounts and advertisements on social media sites are excellent marketing tactics for promoting items online (Hasbullah, Sulaiman, & Mas'od, 2020). According to Budzinski, Gaenssle, & Stöhr, (2020), micro-celebrities are social media influencers, and they are regarded as "social media stars" since they become famous through social media. Influencer marketing is a common marketing tactic (Folkvord, Bevelander, Rozendaal, & Hermans, 2019b). Influencer marketing is a type of marketing in which businesses develop partnerships with social media influencers to promote their products and services (Kelly et al., 2019b). Influencer marketing has become an essential part of a social media strategy. Marketers spent more than \$500 million on influencer marketing in 2018, with estimates that this amount will rise to \$5-10 billion in the following five years (Hill, Troshani, & Chandrasekar, 2020). Furthermore, according to one research, most teens watch YouTube vlogs regularly, and their level of connection with the YouTuber predicted how much time they spent viewing vlogs (Folkvord et al., 2019b). Children recalled the products and companies mentioned in vlogs, mainly food and beverages, and they felt that vlog endorsements influenced them and others. A survey of German YouTube producers was done online to learn about their experiences with advertising (De Veirman, Cauberghe, & Hudders, 2017). YouTube has surpassed Facebook as the world's second most popular website. It has carved a place as a popular culture archive,

acquiring an extensive video library while simultaneously increasing its reach (Arthurs, Drakopoulou, & Gandini, 2018). It is an organization that represents Web 2.0 in its original sense by positioning itself as a collaborative and interactive forum for broadcasting videos created by a diverse range of users (عائشة, Du, & 2021, 2021); the organization's slogan was, and continues to be, "Broadcast Yourself." YouTube has allowed users to upload video content since its inception in 2005. As a result, many people have taken advantage of the platform by establishing themselves as actual YouTube celebrities with massive followings (Rasmussen et al., 2018). However, to improve brand recognition, businesses have begun to send products to selected YouTubers. Businesses may provide gifts to established YouTubers, increasing their chances of being included in their videos (Mungroop et al., 2019). As a technique of integrating businesses, paid product ads have grown more popular. Another way to include product adverts is to include affiliate links in the YouTube video's description box. Besides this, content likeability impacts social media interaction and credibility; content credibility influences social media engagement; and consumer acceptability of mobile social network product placement is influenced by content likeability, content credibility, and social media engagement. Furthermore, when it comes to the content integrity of mobile social networks, social media involvement interacts with content likeability (Li et al., 2020). Young adults differ from middle-aged adults in terms of the direct impact of content likeability on social media engagement and the interaction effect of content credibility and social media engagement on product placement acceptance in mobile social networks, according to the findings of a multi-group study (Lai et al., 2020).

### 1.3.4 Implicit vs. Explicit Attitude

Two distinct sorts of attitudinal constructs are implicit and explicit attitudes. This concept is based on the premise that humans might have implicit and explicit attitudes toward the same thing in their memory (Gawronski & Brannon, 2020). The importance of explicit metrics in predicting purposeful, controlled, and cognitively driven activities has been discovered. On the other hand, implicit measurements are better predictors of

impulsive and affectively driven behavior than explicit measures (Genschow, Van Den Bossche, et al., 2017). According to Maier et al., (2015), Implicit attitudes, in contrast to explicit attitudes, are evaluative responses to an object that is not necessarily subject to self-reflection. According to research, implicit attitudes can influence immediate emotional reactions, whereas explicit attitudes do not. When there were fewer stimulus presentations and subjects had correct memory of the presentation frequency, ME effects, or implicit attitude, were stronger (Van Dessel, Hughes, & De Houwer, 2019). According to Corlett & Marrouch, (2018) Implicit and explicit dualism are some of the most perplexing dualities, as different researchers apply them in different ways. State that Some people use it to describe various measurement tools and processes. On the hand, researchers use the terms implicit and explicit to describe how attitudes influence how people respond to a certain metric. Others refer to two sorts of attitudes as implicit-explicit dualism. We use the terms implied and explicit attitudes to describe two types of attitudes, and implied and explicit measurements to describe two types of measures, in this study, in accordance with these definitions and for clarity (Phipps, Hagger, & Hamilton, 2019).

Other studies have looked at whether implicit and explicit interventions are more helpful in predicting specific behaviors. When processing resources are not limited, explicit measurements beat implicit measures in forecasting a specific behavior; but, when processing resources are limited, implicit measures outperform explicit measures in forecasting a specific behavior (Gawronski & Brannon, 2020). When time is limited, implicit emotional reactions can drive decisions, making implicit measures and implicit attitudes more predictive of consumer behavior (Songa, Slabbinck, Vermeir, & Russo, 2019). Explicit attitudes and explicit measures will play a more significant role in shaping behavior in the absence of time constraints. Although, Implicit measurements outperform explicit measures in predicting a particular behavior in people with low working memory capacity, whereas explicit measures outperform implicit measures in those with high working memory capacity. According to numerous research, explicit measurements are better predictors of behavior for people who prefer a deliberative thinking

style, whereas implicit measurements are better predictors of behavior for people who prefer an intuitive thinking style (Kok, Kal, van Doodewaard, Savelsbergh, & van der Kamp, 2021). Implicit measures capture associations that are triggered fast and efficiently, making them critical for establishing judgments based on impulsive behavior (Strack & Deutsch, 2004). As a result, implicit attitudes are a better predictor of product selection in spontaneous choice circumstances than explicit attitudes (Diamantopoulos, Florack, Halkias, & Palcu, 2017).

#### 1.4 Conclusion & Discussion

The current study focuses on product placement and brand perceptions in the context of YouTube vloggers and social media influencers' participation in behavioral studies. With a 20.9 percent growth, brand placement in digital media sources such as the web, mobile, and social media networks rose at the quickest rate ever. Although Burger King and other major brands took advantage of Zoom's meteoric rise during the 2020 lockdown by offering incentives to use their logos in video meetings, brands continue to collaborate with viral stars on YouTube's multi-channel networks, utilizing product placements to reach younger viewers (Kaur, Sharma, & Bakshi, 2021). According to Adler et al., (2018), the bulk of research has concentrated on the technical components of product placement, such as delivery method and prominence or repetition, and its effects on concentration, memory, and persuasion. It has commonly known that the elements of the execution that capture the audience's attention to the placement directly influence how the placement is digested and, as a result, the persuasive consequences. Indeed, a vast body of data implies that memory and persuasion effects are separate: just remembering a location does not mean it is persuasive, especially if it is perceived as a deliberate attempt at persuasion. A position that is not well-known, on the other hand, could be compelling.

In addition to this, studies described above examined a wide range of product placements and consumer reactions, but they all had one thing in common: they all relied on self-reported product placement impacts or explicit measurements. Participants were asked to jot down items they remembered from a previous

session, assess their liking for them, and indicate whether or not they planned to purchase them. On the other hand, product placements are integrated into media content and so do not call attention to themselves (Linn et al., 2016). As a result, whereas product placements may not always influence specific customer cognitions and judgments, they may influence less conscious or implicit attitudes. Because implicit measurements have been demonstrated to be more accurate than explicit measures in judging the automatic actions that emerge from implicit attitudes, implicit measures are preferred (Eva A. van Reijmersdal, Rozendaal, & Buijzen, 2012).

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