

# The Advertising Effectiveness of Advertising Message and Product Placement on Video Advertisement

Ying-Fang Lai<sup>1</sup>, Chien-Yuan Lai<sup>2</sup> and Hsiu-Sen Chiang<sup>3\*</sup>

<sup>1</sup>Department of Industrial Education, National Taiwan Normal University  
162, Heping East Road Sec 1, Taipei, Taiwan

<sup>2</sup>Dong Wu Vocational High School

<sup>3</sup>Department of Information Management,  
National Taichung University of Science and Technology,  
129, Sec 3, Sanmin Rd, Taichung City 404, Taiwan ROC

<sup>1</sup>maymayparadise@dwvs.cy.edu.tw; <sup>2</sup>a292755@dwvs.cy.edu.tw; <sup>3\*</sup>[hschiang@nutc.edu.tw](mailto:hschiang@nutc.edu.tw)

*Abstract:* - The rapid development of E-commerce and online advertising sales is growing all the way. The video advertisement with sound and light characteristics, which be able to attract visitors' attention, and favored by the manufacturers. However, there are many video advertisements in the YouTube platform. How to let advertising image to deeply rooted in the minds of consumers, and maximize the effectiveness of, is an important issue. Do different types of information presentations on videos have different influences on users' perceptions of the information? More precisely, can combinations of an ever greater number of product placement elements on individual advertising videos increase consumers' purchase intentions? The aim of this study is to explore the effect of changes in video advertising message display and product placement under different level of involvement viewers. An experiment of advertising messages display (Non-skippable in-stream, Overlay), product involved (high, low) and product placement (explicit, implicit) 2x2x2 factorial design is conducted. We adopt independent t-test to understand the main and interactive effects of these factors on advertising effectiveness. The research findings that on the YouTube platform, although the presentation of advertising messages will interfere with consumers, which will not significantly influence advertising effectiveness. However, if the advertising messages and video content is highly relevant, under the influence of video content, consumers are willing to understand more about product information by clicking the advertising messages. When consumers view video advertisement, explicit product placement is better than implicit placed; video advertisements have better advertising effectiveness to the high level of product involvement of consumers.

*Key-Words:* - YouTube, Product placement, Product involvement, Advertising effectiveness

## 1 Introduction

Internet has become an integral part in consumers' life because of the booming Internet. Thus, it also contributed to the development and maturity of e-commerce market. Companies will put more aggressive involvements and Internet media to reach the results of advertising marketing. The maturity of Internet technology has brought the vast business opportunities. All entrepreneurs will also turn the commercial advertisements, which expand the managing markets to all websites. In order to attract more customers, increase share-of-market to conduct more business opportunities. Taiwan's Nielsen Media Research said "since 2007, the Internet has surpassed newspapers, becoming the second largest consumer of reach frequency". It then means that Internet advertising has stood on the second large media channels.

Vaughan (1993) believe that the affected network bandwidth, connection quality and network technology etc. limited the development of Internet advertising. Therefore, the presentations tend to show as static state. Then it lacks of a dynamic video advertising to achieve the effect of corporate demands. However, with unique characteristics, sound, light, color and other plot tension, AVI has better ability to transfer the completed advertising messages which also beyond other Internet advertisings. According to the data Nielsen surveyed in States, nearly 65% online audio and video content used at the working time (Nielsen, 2013). Also, the survey of online video in Insight Explorer marketing research consulting company in May 2009 was showed that there was nearly 30% users used video-sharing platform once a week and 71.4% used YouTube. According to the statements above, they were seen the content of online video

used pretty common and had huge advertising potential. YouTube, then, is the most familiar platform. YouTube video-sharing platform provides a complete video upload and browsing services. Many businesses or individuals valued online video marketing trends, through the YouTube to setup a channel for their brand heard, integrated marketing, and expanded the publicity coverage. YouTube makes more than one billion passengers per week and brings advertising revenue. In 2009, the partners with YouTube got more than three times increased in the revenue of the year. In a report of year 2010, US Alexa research institutions pointed out that YouTube was ranked at the third place of the most visited site in the world. Person in a day averagely spends 15 minutes 15 minutes browsing on YouTube and watching videos. In the United States, there are 4.5 billion times exposure on YouTube homepage and more than 3 million users connected to other social website through automatic sharing. According to the statistics, more than a million people through the most popular video-sharing platform, YouTube communicate with the world. The appearances add another stage in presetting advertising marketing activities. Product placement means products and services are noticeable within a drama production with large audiences. This enables the audience to develop a stronger connection with the brand and provides justification for their purchase decision (Balassubramanian, 1994). Therefore, Belk and Russel (1974) mentioned Product placement does not produce defensive attitude while watching traditional advertising. Pastina (2001) said that product placement makes good advertising recall and a good advertising effectiveness. However, past studies have found that product placement might depend on the vary of advertising messages to have good conveying and the difference of advertising effectiveness.

When consumers focus on the movie of YouTube platform, advertisers hope to effectively convey advertising messages through the platform and bringing revenue. However, on the YouTube platform, the presentation of video advertising has numerous ways. But it is an important issue how to make advertising can be deeply rooted in the minds of consumers and to maximize the effectiveness. Whether the explicit and implicit placement of a product and a brand cause interferences or the consumer's product involvement will affect itself message-processing mode. Therefore, the research explores the influence that advertising message display, product placement and product involvement on the video advertising effectiveness in YouTube platform.

## 2 Literature Review

### 2.1 Advertising Message Display

The popularity of the Internet makes Internet advertising more diversified. Some common types are like e-mail advertising, banner ads, interstitial ads, text ads, etc.. There are also other types of advertising on YouTube, such as display advertising, Promoted Videos, brand Channel, shopping services ads, and searching ads. When scholars do research, based on the difference standards, they divided different presentation of advertising messages. The presentation of advertising serves as an intermediary between the messages and consumers. If the advertising message display has the transmitted interference, it will directly affect the advertising communication effectiveness. Therefore, this study would explore the influence of advertising effectiveness to different presentation of advertising message on YouTube.

When viewers watch videos, different appearances of information about the product or brand attempt to deepen the viewers' impression. However, suddenly appearances of the product or brand advertising messages do visually interfere people who are focusing on videos. Based on the different interference of advertising message on YouTube, the advertising formats can be divided into two types follow:

(1) Non-skippable in-stream advertisement: On the YouTube platform, Non-skippable video ads must be watched before your video can be viewed. These ads possible played before, during and after any fragment of a video. For example: Before watching video in CBS channel, consumers need to watch the selling advertising videos. After finishing playing, the video will immediately appear.

(2) Overlay advertisement: On the YouTube platform, the semi-transparent overlay ads that appear on the lower 20% portion of your video.

### 2.2 Product Placement

Product placement is also called involving marketing and also called brand placement. It is usually seen as one of the manipulations. Product placement is defined as a paid product message aimed at influencing movies audiences via the planned and unobtrusive entry of a branded product into a movie Balasubramanian (1994). Baker and Crawford (1995) defined product placement as 'the inclusion of commercial products or services in any form in television or film productions in return for some sort of payment from the advertiser. Karrh

(1998) also defined the product placement as the paid inclusion of branded products or brand identifiers, through audio and/ or visual means, within mass media programming. With the rise of product placement, media placement is no longer limited to television or movies and YouTube video platform has become a popular media placement. Gupta and Lord (1998) divided product placement strategies into three categories: (1) Visual only, showing products, brands, or logos in the background of television programs or movies but not verbally referencing product messages or including relevant audio. (2) Audio only, in which characters verbally reference brand names or describe relevant brand information. (3) Combined audio-visual, which verbally references brand names or product information while brand images appear on screen. Also, they suggested two types of placement, explicit and implicit, distinguishing them by factors, such as size, position, and centrality to the game action. From the angle of sponsors, D' Astous and Seguin (2000), the strategy of product involvement divided into 3 types: (1) implied style product placement: Product is not formally presented and plays a passive role. (2) integrated into a significant product : Official product presents an explicit and active role (3) non-integrated but significant product placement : officially presented product or sponsor's name, but not integrated into the content or released before or after the activity

For this study tries to see if the product placement is causing disruptive on YouTube, or if product placement is easily ignored. Therefore, this study took the significant level of product placement as the classification, explicit and implicit.

### 2.3 Product Involvement

Sherif and Cantril (1947) defined involvement within context of topic involvement and suggested that involvement occurs when an individual relates any social object to the ego realm. The concept "involvement" has been discussed for about two decades in the consumer behavior literature (Krugman 1965). It proposed the consumers' involvement as a variable of personal difference. It presents a behavior motivation and also influences consumers' purchasing and communication.

Zaichkowsky (1985) thought that involvement a person' s perceived relevance of the objects based on inherent needs, values and interests. The involvement of consumers' behavior is wide ° The level of involvement in the marketing application is growing, so experts recommend that we depend on

consumers' different level of involvement to develop different advertising strategies and marketing strategies to be in response. The study used the view of Zaichkowsky (1985) to define the inner needs of consumer's perceived relevance of the objects based on inherent needs, values and interests. Zaichkowsky (1985) proposed the existence of three types of involvement based on the different objects of involvement. (1) Involvement with Advertisements: is related to the degree of attention given to the advertisement. (2) Involvement with Products: is related to the degree of interest of a consumer in a certain product. (3) Involvement with Purchase Situations: is related to the differences in buying the same object in different contexts

This study was to explore whether because of the importance of individual differences in cognitive products and the impact to advertising effectiveness. Thus, the research takes product involvement as measuring variable.

### 2.4 Advertising Effectiveness

Ducoffe (1996) defined advertising effectiveness as advertisers go through Ad messages to convey and a cognitive assessment of the extent to which advertising gives consumers what they want. Lavidge and Steiner (1961) proposed that the way to evaluate advertising effectiveness is sale effect and communication effect. The sale effect of advertising is to sell product sales as a measurement, but advertising is just one of the reasons to affect sale effect. If it only takes the sale as a reason to influence advertising effectiveness, it's also easy to be questioned. Moreover, the communication effect is to see how an advertising message to be noticed, understood, accepted, and the level of an attitude generated by a product or changed by a behavior. Lavidge and Steiner (1961) also mentioned the hierarchy of effect models in responding to the advertising effectiveness work. Therefore, if advertising can make advertisers effectively catch the message in order to reach the purpose of communication. In this study, the advertising result is as the communication effect of advertising.

Early Internet advertising measurement used to take a tap of click through to determine if the ad is effective, but the measurements are still shortcoming. Because the number of people clicking the Internet users, they could not understand the changes in consumer awareness attitudes and buying behavior. Hoffman and Novak (1996) offered detailed review of advertising metric in the Web medium. Besides tested by exposure metrics and interactivity metrics, it meant going through the

Internet technology to track, collect users' information to measure by behaviors. On the other hand, it also can use traditional advertising measurement, exposure metrics, ad view, ad view impressions, page view, interactivity measures, ad clicks, click through rate and average time on page. Advertising effect can also be used to measure attitudes to measure users' attitudes, such as attitude toward advertisement, brand attitude and purchase intention, cognition, etc.

Based on above description, this study adopts three indicators: attitude toward advertisement, intention to click and purchase intention to measure effects of video advertising on YouTube platform (Ha, 1996).

## 2.5 Hypothesis

### 2.5.1 The influence of different advertising message display on advertising effectiveness

Coming with highly interactive Internet technologies, the presentation of Internet advertising is also increasingly diversified and the presentation of advertising messages based on different research purposes. There are several classifications. There were many scholars to explore the impact of different advertising messages display, including ad type, size, position, force, etc. (Cho et al. 2001; Stevenson et al. 2000; Shamdasani et al. 2001).

The better or worse of advertising display will directly influence the quality of receiving advertising message. From past researches, it can be known that the better the advertising effectiveness is, the better transferring the message to consumers will have. It is not only noticed attracting consumers' attention, but increasing the desires of consumers, which can really raise the profits to advertisers. And between the message and consumers, advertising display plays an important intermediary role. Therefore, this study would explore if the different advertising message display on YouTube will reach the effective communication with consumers. According to the reason, it gains these hypotheses following:

H<sub>1</sub> : Different advertising display types have a significant influence on advertising effectiveness.

H<sub>11</sub> : Different advertising display types have a significant influence on attitude toward advertisement.

H<sub>12</sub> : Different advertising message display types have a significant influence on purchase intention.

### 2.5.2 The influence of product placement and advertising effectiveness

Gupta and Lord (1998) followed with an experimenting 274 college undergrads in which they

looked at the level of memory to different placement. The results showed that the obvious placement is the best. Fluent involving and clear introduction are easy to cause the consumers' good and positive attitude and purchase intention. The level of recall and recognition of placement, divided into explicit and implicit to test with subjects and their brand attitude (Weaver and Oliver, 2000). The result shows that the higher the preferences with the characteristics have, the more positive attitude the obvious brand involvement will be.

According to the literature and the results of the study, it showed a significant level of product involvement have influences among brand recognition, brand recall, brand attitude, ad attitude toward advertisement, and purchase intention. Thus, the research inferred that the clear the product involvement produce, the easier the consumers catch the advertising communication message and better communicative effects will be. Moreover, it will then generate a positive attitude toward advertisement and purchase intention. The hypotheses are described following:

H<sub>2</sub> : Different products placement has a significant influence on advertising effectiveness.

H<sub>21</sub> : Different products placement has a significant influence on attitude toward advertisement

H<sub>22</sub> : Different products placement has a significant influence on Intention to click.

H<sub>23</sub> : Different products placement has a significant influence on purchase intention

### 2.5.3 The influence on product involvement and advertising effectiveness

In the research of Korgaonkar and Moschis (1982) mentioned the relationship between different product involvement and changing attitude. It points out that the consumers got related message, the attitude of higher involvement will not be affected by the changes of the advertising message, but not showed on lower involvements. Once different advertising brands appear, the consumers with lower involvement are easy to accept. Therefore, the brand switching often happens on the consumer with lower involvement rather than those of with higher involvement.

Based on the literature and results above, the formation or transformation of attitude is based on the degree of persuasion process. Therefore, the process of consumer attitudes will change because of the different involvement of products. For manufacturers, it must address the level of product involvement to select content to consumers in order to effectively achieve the effects of changing

consumer attitudes. Therefore, this study was designed to affect the degree of variation in product involvement on advertising effectiveness:

H<sub>3</sub> : Different product involvement has a significant influence on advertising effectiveness

H<sub>31</sub> : Different product involvement has a significant influence on attitude toward advertisement

H<sub>32</sub> : Different products involvement has a significant influence on Intention to click

H<sub>33</sub> : Different products involvement has a significant influence on purchase intention

### 3 Research Design

According to the literature discussed, this study developed the conceptual framework and to explore advertising message display, product placement and the level of product involvement on the influences of advertising effectiveness (attitude toward advertisement, purchase intention) was shown in Fig. 1. Because of the hyperlink features in Internet advertising, if viewers would like to go click advertising messages, it is the most obvious advertising effectiveness. The research would like to explore the click willing of Internet advertising. Because the Non-skippable in-stream advertising message display can not be tapped, the study then discusses the product placement and involvement to the intention to click of advertising message.

#### 3.1 The definition and measurement

In this study, advertising effectiveness is dependent variables; and advertising message display, product placement and product involvement are independent variables in this study. Operational definition and measuring variables are as follows:

##### 3.1.1 Advertising Message Display

The films on YouTube are divided into non-skippable in-stream and overlay by the way of advertising message appeared. Non-skippable in-stream advertising is basically product placement turned up a notch. "Overlaying" is the process of hiding digital information in a carrier signal; the hidden information should, but does not need to contain a relation to the carrier signal. During the playback, there is a long bar translucent overlay blocks. Taking the experimental design methods manipulates the advertising message to present variables for non-skippable in-stream and digital overlaying advertising. Advertising message display of experimental video 1 and 2 was non-skippable in-stream advertising and experimental video 3 and 4 were digital overlaying advertising. They were posted on YouTube platform.

##### 3.1.2 Product placement

The films put on YouTube were separated by degree of product placement into explicit and implicit. Explicit product placement typically possesses a combination of the following characteristics: a highly visible and/or large product, logo or other recognizable trait unique to that product, appeared over than 5 times. Implicit product placement reports a lower awareness of the brand, also does not perceive the commercial intents, and appears less than 5 times or even shows in the end of films. The explicit and implicit product placement videos were design in experimental video 1, 3 and 2, 4, respectively.

##### 3.1.3 Product involvement

When consumers decide to buy a product based on the inner needs, interests and the value to them, this is defined as product involvement. Involvement level divides into two groups: high involvement and low involvement. The modified Personal Involvement Inventory (PII) of Zaichkowsky (1994) treats involvement as a unidimensional construct; it's summed to produce a single score. The level of product involvement is measured by 7-point semantic differential scale and coded from one to seven. Summing and averaging the scores from 10 questions in the questionnaire was assumed as the involved scales for each sample. All sample scores then were averaged and took 3.5 points as the standard scores to distinguish the level of involvement. For those higher than 3.5 points were seen high involvement and scores below 3.5 points were as low-involvement.

##### 3.1.4 Advertising effectiveness

In our study, we measured advertising effects by referring mainly to three indicators: attitude toward advertisement, intention to click, and purchase intention. Attitude toward advertisement means consumers' tendency to prefer particular advertising stimuli and we have adopted and revised the scale developed by Dotson and Hyatt (2000). Intention to click means consumers' tendency to click on an advertising message and then link to the webpage of product introduction. We have adopted and revised the scale (Ryu et al., 2007; Simola et al., 2011). Purchase intention means the likelihood of consumers' purchase of a product (Gavilan et al., 2014) and we have adopted and revised the scale developed by Raman (1996). Seven items measured attitude toward ad and three and five items measured click and purchase intention, respectively. All of these measures use a seven-point semantic

differential scale (where 1 = strongly disagree and 7 = strongly agree).

### 3.2 Research Design

The purpose of the research is mainly to understand the cause-effect relationship among three independent variables and dependent variable. The experimental design was the most effective test, therefore, the experimental design used in this study to achieve the object of this study. Three independent variables then were manipulated through rigorous experimental procedure to avoid the effect of the errors caused by non-experimental variables as much as possible in order to obtain the best experimental results.

#### 3.2.1 The subjects and experimental products

The research basically discussed the advertising result of a film on YouTube. Therefore, this experiment took YouTube as a test platform and the subjects must have the experiences using YouTube. The undergraduate and graduate students are the groups often viewed on YouTube. Therefore, the subjects were mainly college students, graduate students. And because this study would like to know whether students and workers have different views, the experimental sample also includes part of the community. In this study, product involvement is one of the independent variables. So in this study, it chose higher involvement products --- digital SLR cameras as experimental products. In the experiment brands selected, picked out the well-known brands in the industry, avoiding subjects' unknown brand of strangeness to affect the results.

#### 3.2.2 Experimental design and procedure

In this study, each independent variable has two levels to measure the main effects of experimental variables and the interaction among all experimental variables. Three independent variables, advertising message display, product placement, and product involvement were manipulated by researcher. Thus, the research has 8 combinations ( $2 \times 2 \times 2 = 8$ ), showed as Table 1. It spent a month and the testing time in each experiment took 15 minutes. 220 questionnaires were distributed and got 204 valid questionnaires back. The effective rate is about 92.72%. During the experiment, it was divided into the following steps:

**Step 1 Experiment Description :** The host of experimental mentioned the purposes, the sequence of experiments, and reminded precautions for testers.

**Step 2 Filled out Part I :** The Part I of questionnaires is "the level of product involvement" includes 10 questions items that help us to understand the level of involvement of each subject.

**Step 3 Watching video :** Four experimental ads on YouTube platform were randomly distributed for 2-3 minutes.

**Step 4 Filled out Part II 、 III of questionnaires :** Part II is to measure the advertising effectiveness of a film played on YouTube. For experimental video 2 and 3, since there was no digital Overlaying advertising message, subjects then did not need to fill out the section, "Intention to click". Part III filled out the basic personal information for every subject.

## 4 Data analysis and result

In this study, SPSS version 12.0 statistical software package was used as a data analysis tool that further verify if all hypothesis tests are satisfied to be an aggregated discussion.

### 4.1 Sampling data description

The main purpose of this study is to explore the influences of advertising Messages display, product placement and product involvement to the advertising effectiveness. This study adopted convenience sampling. 220 questionnaires were distributed, excluding incomplete or filled by chaos respondents. 204 valid questionnaires were left.

According to survey result, 55.4% of people think that they paid attention to the advertisements on the YouTube platform. 76% thought that the Overlay-advertising message would interrupt the appreciation of seeing video. If there are high relations between Overlay-advertising message and advertising video, 62.3% will click the Overlay advertising. While 66.2% indicated the film was their favored form of advertising.

Upon investigation, the most popular form of advertising on YouTube advertising is "click, the ad film will be played." And the least welcomed is "the ad video will be played automatically".

### 4.2 The reliability and validity analysis

The pre-test is conducted to verify the validity of the questionnaire. It issued 63 questionnaires and the valid 60 questionnaires and then based on the content to detect and modify. The pilot test is associated with a number of professionals in the discussion after amendment questionnaire.

Moreover, we distributed and gathered questionnaires by means of the YouTube platform, thus obviously improving the internal validity of our research. The current research tested for internal consistency by using Cronbach's alpha coefficient, which, for all constructs ranged from .86 to .90 (attitude toward advertisement: 0.885, purchase intention: 0.909, intention to click: 0.860.) and were higher than the recommended cutoff point of 0.7 (Nunnally, 1978).

### 4.3 Hypothesis testing

The hypotheses were tested through independent T test in this research.  $H_1$ 、 $H_2$ 、 $H_3$  are tested the main effectiveness in all independent variables.

#### 4.3.1 Advertising message display versus Advertising effectiveness

In this study, it tested the impact of Non-skippable in-stream advertising messages and Overlay advertising messages on YouTube platform. They were showed as  $H_1$ 、 $H_{11}$ 、 $H_{12}$ . In the analysis of advertising messages display, the sample was divided into two group, Non-skippable in-stream and Overlay. The independent samples T-test was used to test the significant differences in the advertising effectiveness of different advertising messages display. Table 2 shows different advertising message display does not have significant effect on attitude toward advertisement, purchase intention, and advertising effectiveness.

Levin et al., (1988) believes that the message itself has no major effect. It determines the true effects through the processing motivation of subjects. Therefore, the advertising message display is not absolutely to consumers' influences. It will be changed based on consumers' information processing mode. According to the experimental result, the two reasons are suggested that the advertising messages display may fail to affect the advertising effectiveness: (1) Recently, whether static web page or dynamic web page, they are all

affected by much integrating infomercials. It causes that viewers easily ignore the existence of advertisements while seeing videos. Therefore, subjects in this research ignored the existence of non-skippable in-stream and overlay advertising message. (2) Subjects in this research mentioned that the overlay advertising message display interfered with the content while watching. However, if the contents in advertising are more attractive, they will still willing to understand the product and tap overlay-advertising messages. Thus, although the advertising messages display will cause the level of interference, it will not affect their preferences attitude toward advertisement. Neither the advertising messages display does on purchase intention.

Last but not the least, this study speculated that the content in an advertisement is the most important factor to affect advertising effectiveness. Although the message in the advertisement will cause interferences, it will not directly affect advertising effectiveness and purchase intention.

#### 4.3.2 Product placement versus Advertising effectiveness

In this study, it tested putting the product by explicit placement or implicit placement, as being a customer, seeing if there is any difference on attitude toward advertisement, intention to click, and purchase intention. Hypotheses are separately  $H_2$ 、 $H_{21}$ 、 $H_{22}$ 、 $H_{23}$ . According to Table 3, whether it is product placement or implicit placement, the p-value of attitude toward advertisement, Intention to click, purchase intention and advertising effectiveness below 0.01. The test shows highly significant. Explicit placement video on the attitude toward advertisement, intention to click, purchase intention and advertising effectiveness shows the better results on the implicit placement video.

The research inferred that explicit placement directly represents lots of advertising products or trademark. So the subjects were exposed under

Table 1: Study design and sample size

	product involvement (High)		product involvement(Low)		Total
	product placement(explicit)	product placement(implicit)	product placement(explicit)	product placement(implicit)	
Non-skippable in-stream	36	48	9	10	103
Overlay	48	30	13	10	101
Total	84	78	22	20	204

specific information, they produced better attitude toward advertisement and identification evoking purchase intention. Therefore, supposed that the attitude toward advertisement has produced better results, it will make subjects have purchase intention and motivation. Moreover, the implicit placement causes the uncertain of products or brand in advertising introduction, it may make the subjects were unable to cognitive product or brand, resulting in lower impression and attitude toward ad.

In addition, the implicit placement did not directly show the products or advantages, subjects may not clearly know the product or product features introduced in the film and cannot increase their purchase intention. There is a significant difference between explicit and implicit placement on intention to click. Moreover, the effect of explicit placement is better than implicit placement. If we infer the subjects cannot understand implicit placement in an advertisement, it will be hard to evoke the Intention to click of subjects. However, explicit placement clearly exposes the product information and

produces the cognition to subjects. There then produce greatest effect of attitude toward advertisement. However, after customers accept the information from advertising replacement, the intention to click will be produced some initial cognitions and emotions. In the end, the click intention will be raised. Therefore, if the attitude toward advertisement is having an effect, the intention to click will also make effects.

#### 4.3.3 Product involvement versus advertising effectiveness

In this study, it tests if the level of product involvement will affect the advertising effectiveness. Hypotheses are separately  $H_3$ ,  $H_{31}$ ,  $H_{32}$ , and  $H_{33}$ . The independent t-test is used to test if there are a great significant effect between product involvement and advertising effectiveness. The results of Table 4 show significant differences among the two groups regarding advertising attitude ( $p$ -value = 0.000), and purchase intention ( $p$ -value = 0.000). The intention to click is not significance ( $p$ -value = 0.793).

Table 2: The t-test of advertising message display V.S. advertising effectiveness

Dependent		N	Mean	SD	T	P
Attitude toward advertisement	Non-skippable	103	3.66	.628	.055	.956
	Overlay	101	3.65	.675		
Purchase intention	Non-skippable	103	3.167	.836	.291	.771
	Overlay	101	3.135	.748		
Advertising Effectiveness	Non-skippable	103	3.414	.732	.199	.842
	Overlay	101	3.396	.608		

\*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

Table 3: The t-test of product placement V.S. advertising effectiveness

		N	M	SS	T	P
Attitude toward advertisement	Explicit	105	3.87	.62	4.78	.000***
	Implicit	99	3.44	.67		
Intention to click	Explicit	61	3.16	0.83	2.716	.032**
	Implicit	40	2.82	0.67		
Purchase intentions	Explicit	105	3.28	.73	2.56	.011**
	Implicit	99	3.00	.83		
Advertising Effectiveness	Explicit	105	3.58	.61	3.943	.000***
	Implicit	99	3.22	.69		

\*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$

Table 4: The t-test of product involvement V.S. advertising effectiveness

		N	M	SD	T	P
Attitude toward advertisement	High	162	3.76	.66	4.42	.000***
	Low	42	3.26	.62		
Intention to click	High	52	2.91	0.85	-2.63	.793
	Low	23	2.97	0.76		
Purchase intentions	High	162	3.29	.77	5.11	.000***
	Low	42	2.62	.63		
Advertising Effectiveness	High	162	3.53	.65	5.31	.000***
	Low	42	2.95	.56		

\*\*\*  $p < 0.01$ , \*\*  $p < 0.05$ , \*  $p < 0.1$



The possible reason was inferred that subjects having lower involvements have insufficient understanding of the product. As to the meaning of the advertising delivered has lower comprehension. With worse attitude toward advertisement, lower purchase intention would be. Otherwise, subjects with higher involvement have higher inner requirement of the products. That shows better understanding of connotation. Therefore, compared with low involvement, higher involvement has better attitude toward advertisement and purchase intention. This study showed indicates that the level of product involvement will not be affected the click intention of the overlay advertising messages.

## 5 Conclusion

Empirical research was taken to understand how advertising message display, product placement and product involvement interact with each other and also the influence on advertising effectiveness. This study tested the effects of product placement to advertising effectiveness. After data analysis, it found that the influence of implicit placement on the influence of consumers' attitude toward advertisement and purchase intention will be greater than the explicit placement.

The findings showed a lot of exposures of the product information and trademarks are easily to achieve the purpose of communicating with consumers. Consumers have the higher acceptance of this type of advertising films. Those can its brand or product awareness and emotion, and even cause purchase willingness. The implicit placement advertisements are unable to raise consumer awareness of the product. There are no connections between the products and life necessities, so that the purchase desires will not be raised. Therefore, different product placements will affect the advertising effectiveness on the YouTube played. The level of involvement is a personal interests, needs or perceived values. This research is seeking for the influences of advertising effectiveness when there are different product involvements on YouTube. And according to the data analysis results, there are obvious influences.

Low involvement purchases are not really to consumers, have little relevance and need very limited information processing. For what the true meanings in films try to convey cannot be easily understood or even ignored the low relative product messages. That all causes there have no better attitude toward advertising and purchase intention. However, high involvement purchases are those which are important to consumers such as risky or ego-intensive products and require extensive

information processing. Therefore, when the films played by advertising appear the related product introduction, they usually higher concern the contents in advertising than lower involvement subjects. Therefore, the level of involvement will influence the advertising effectiveness when the films placed on YouTube.

### References:

- [1] Nielsen Media Research report, *Running Digital Audiences, Walking Advertising Dollars*, 2013, online data available at : <http://www.nielsen.com/us/en/insights/reports/2013/running-digital-audiences--walking-advertising-dollars.html> [2015] °
- [2] Baker, M. J. and Crawford, H. A., Product Placement, unpublished working paper, Department of Marketing, University of Strathclyde, Glasgow, Scotland, 1996.
- [3] Balasubramanian, S. K., Beyond advertising and publicity: Hybrid messages and public policy issues, *Journal of Advertising*, Vol. 23, No. 4, 1994, pp. 29-46.
- [4] Belk, R. W., An Exploration Assessment of Situation Effect in Buying Behavior, *Journal of Marketing Research*, Vol. 11, No. 2, 1974, pp. 156-163.
- [5] Cho, C. H., How advertising works on the World Wide Web: Modified elaboration likelihood model, *Journal of Current Issues and Research in Advertising*, Vol.21, No. 1, 1999, pp. 33-49.
- [6] Cho, C. H., Lee, J. G. and Tharp, M., Different force-exposure levels to banner advertisements, *Journal of Advertising Research*, Vol. 41, No. 4, 2001, pp. 45-55.
- [7] D'Astous, A. and Chartier, F., A Study of factors affecting consumer evaluations and memory of product placements in movies, *Journal of Current Issues and Research in Advertising*, Vol. 22, No. 2, 2000, pp. 31-40.
- [8] Dotson, M. J., and Hyatt, E. M., Religious symbols as peripheral cues in advertising: A replication of the elaboration likelihood model, *Journal of Business Research*, Vol. 48, No. 1, 2000, pp. 63-68.
- [9] Ducoffe, R. H., Advertising value and advertising on the web, *Journal of Advertising Research*, Vol. 36, No. 5, 1996, pp. 21-35.
- [10] Gavilan, D., Avello, M., and Abril, C., The mediating role of mental imagery in mobile advertising, *International Journal of Information Management*, Vol. 34, 2014, pp. 457-464

- [11] Gupta, P. B. and Lord, K. R., Product placement in movies: The effect of prominence and mode on audience recall, *Journal of Current Issues and Research in Advertising*, Vol. 20, No. 1, 1998, pp. 47-59.
- [12] Ha, L., Observations: Advertising Clutter in Consumer Magazines: Dimensions and Effects, *Journal of Advertising Research*, Vol. 36, No. 4, 1996, pp. 76-84.
- [13] Hoffman, D. L. and Novak, T. P., Marketing in Hypermedia Computer-Mediated Environments: Conceptual Model, *Journal of Marketing*, Vol. 60, 1996, pp. 50-68.
- [14] Karrh, J. A., Brand placement: A review, *Journal of Current Issues and Research in Advertising*, Vol. 20, No. 2, 1998, pp. 31-49.
- [15] Korgaonkar, P. K. and Moschis, G. P., An experimental study of cognitive dissonance, product involvement, expectations, performance and consumer judgment of product performance, *Journal of Advertising*, Vol. 11, No. 3, 1982, pp. 32-44.
- [16] Krugman, H. E., The Impact of Television Advertising: Learning Without Involvement, *Public Opinion Quarterly*, Vol 29, No.3, 1965, pp. 349-356.
- [17] Krugman, H. E., Measuring Advertising Involvement, *Public Opinion Quarterly*, Vol. 30, No.4, 1966, pp. 583-596.
- [18] Lavidge, R. J. and Steiner, G. A., A Model for Predictive Measurement of Advertising Effectiveness, *Journal of Marketing Research*, Vol. 25, No. 6, 1961, pp. 59-62.
- [19] Levin, I. P., Sandra, L. S. and Gary, J. G., All Frames Are Not Created Equal: A Typology and Critical Analysis of Framing Effects, *Organizational Behavior and Human Decision Processes*, Vol. 76, No. 11, 1998, pp. 149-188.
- [20] Nunnally, J. C., *Psychometric theory* (2nd ed.). New York, NY: McGraw-Hill, 1978.
- [21] Pastina, A. C., Product Placement in Brazilian Rime Time Television: The Case of the Reception of a Telenovela, *Journal of Broadcasting and Electronic Media*, Vol. 45, No. 4, 2001, pp. 541-557.
- [22] Petty, R. E., Cacioppo, J. T. and Schumann D., Central and peripheral routes to advertising effectiveness: the moderating role of involvement, *Journal of Consumer Research*, Vol. 10, No. 9, 1983, pp. 135-146.
- [23] Raman, N. V., Determinants of desired exposure to interactive advertising, Doctoral dissertation, University of Texas, Austin, 1996.
- [24] Robertson, T. S. Low Commitment Consumer Behavior, *Journal of Advertising Research*, Vol. 16, 1976, pp. 19-24.
- [25] Ryu, G., Lim, A. C., Tan, L. T. L., and Han, Y. J., Preattentive processing of banner advertisements: The role of modality, location and interference, *Electronic Commerce Research and Applications*, Vol. 6, 2007, pp. 6-18.
- [26] Shamdasani, P. N., Stanaland, J. S. and Tan J., Location, location, location: insights for advertising placement on the web, *Journal of Advertising Research*, Vol. 41, No. 4, 2001, pp. 7-21.
- [27] Sherif, M., and Cantril H., *The Psychology of Ego Involvement*, New York: John Wiley, 1947.
- [28] Simola, J., Kuisma, J., Öörni, A., Uusitalo, L., and Hyönä, J., The impact of salient advertisements on reading and attention on web pages, *Journal of Experimental Psychology: Applied*, Vol. 17, No. 2, 2011, pp. 174-190.
- [29] Stevenson, J. S., Bruner II, G. C. and Kumar, A., Webpage background and viewer attitudes, *Journal of Advertising Research*, Vol. 40, No. 1/2, 2000, pp. 29-34.
- [30] Vaughan, R., How Advertising Work: A Planning Model, *Journal of Advertising Research*, Special Issue, 1993, pp. 22-28.
- [31] Weaver, D. T., and Oliver, M. B., Television programs and advertising: measuring the effectiveness of product placement within Seinfeld, *The 50th annual conference of the International Communication Association*, Acapulco, Mexico, 2000.
- [32] Zaichkowsky, J. L., Measuring the Involvement Construct, *Journal of Consumer Research*, Vol. 12, No. 3, 1985, pp. 341-352.
- [33] Zaichkowsky, J.L., Research Notes: The Personal Involvement Inventory: Reduction, Revision, and Application to Advertising, *Journal of Advertising*, Vol.23, No. 4, 1994, pp. 59-70.