

# Audio vs Audio-Visual Product Placements' Effectiveness in Social Media



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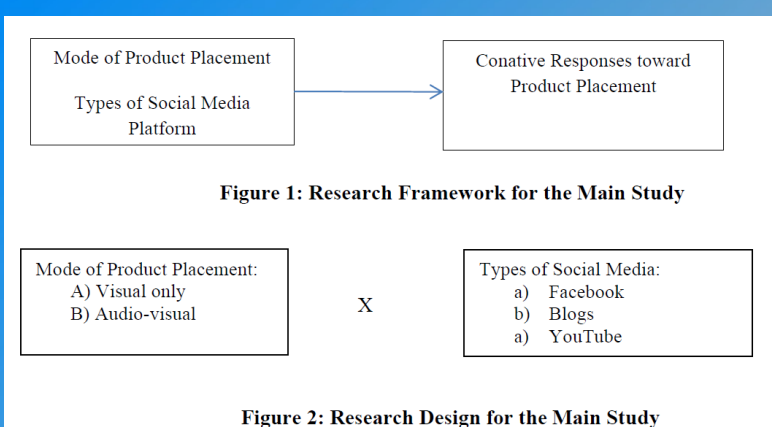
## INTRODUCTION

Issues such as ad clutter (Jurca and Malberger, 2015), media segmentation (Chan, 2012), introduction of ad skipping devices (Bellman, Schweda and Varan, 2010), rerun potential of the television programs (Karhh, 1998), and the rising costs of TV commercials (Shimp and Andrews, 2013) are consistently pressing consumers at large. Consumers are having lesser patience and tolerance toward advertising messages. To catch consumers' attention and interest, it is important for marketers to look for more efficient and unobstructive marketing communication tactics (Davtyan and Cunningham, 2017) such as product placement.

## OBJECTIVE

To analyze the effectiveness of product placement modality on young consumers in social media context in terms of conative responses.

## METHODOLOGY



## RESULTS

The assessment of conative responses (buying intention) toward placement in Facebook indicated no significant differences across product placement modality in all three placement advertisements, even though Visual ads consistently generated higher buying intention across all three ads manipulations than the Audio-visual ads. The buying intention toward the three product placements shown to the respondents indicated that when the respondents were exposed to a series of product placements, their buying intention tended to improve during the second then, and decreased during the third time in both AV and V placement ads. These differences were not significant at .05 level. The assessment of conative responses (buying intention) toward placement in Instagram indicated no significant differences across product placement modality in placement ads and 1 and 2. Significant difference was found in 3rd placement ads at .05 level. Even though AV was higher than V in both placement 1 and 2, the differences were not significantly different. It is only in 3rd placement where V was higher than AV significantly. The assessment of conative responses (buying intention) toward placement in blog indicated no significant differences across product placement modality in placement ads 2 and 3. Significant difference was found in 1st placement ads at .05 level. Even though AV was higher than V across placement ads conditions, the difference was significantly different only in 1st placement ads.

## ANALYSIS

		Sum of Squares	df	Mean Square	F	Sig.
Product Placement 1 Purchase Intention	Between Groups	2.932	1	2.932	1.442	.232
	Within Groups	2.932	1	2.932	1.442	.232
	Total	308.992	152	2.033		
	Total	311.924	153			
Product Placement 2 Purchase Intention	Between Groups	.032	1	.032	.017	.898
	Within Groups	.032	1	.032	.017	.898
	Total	295.964	152	1.947		
	Total	295.996	153			
Product Placement 3 Purchase Intention	Between Groups	6.992	1	6.992	3.478	.064
	Within Groups	6.992	1	6.992	3.478	.064
	Total	305.579	152	2.010		
	Total	312.571	153			

		Sum of Squares	df	Mean Square	F	Sig.
Product Placement 1 Purchase Intention	Between Groups	.041	1	.041	.024	.878
	Within Groups	.041	1	.041	.024	.878
	Total	290.329	165	1.760		
	Total	290.371	166			
Product Placement 2 Purchase Intention	Between Groups	.826	1	.826	.428	.514
	Within Groups	.826	1	.826	.428	.514
	Total	318.448	165	1.930		
	Total	319.275	166			
Product Placement 3 Purchase Intention	Between Groups	13.600	1	13.600	6.937	.009
	Within Groups	13.600	1	13.600	6.937	.009
	Total	323.475	165	1.960		
	Total					

		Sum of Squares	df	Mean Square	F	Sig.
PPlacement 1 Purchase Intention	Between Groups	41.146	1	41.146	20.300	.000
	Within Groups	41.146	1	41.146	20.300	.000
	Total	399.288	197	2.027		
	Total	440.433	198			
PPlacement 2 Purchase Intention	Between Groups	2.775	1	2.775	1.205	.274
	Within Groups	2.775	1	2.775	1.205	.274
	Total	453.695	197	2.303		
	Total	456.470	198			
PPlacement 3 Purchase Intention	Between Groups	2.643	1	2.643	1.271	.261
	Within Groups	2.643	1	2.643	1.271	.261
	Total	409.615	197	2.079		
	Total	412.258	198			

## CONCLUSION

As consumers generally do not spend long time to examine a marketing message on social working sites (e.g. Facebook and Instagram), there will be no significant difference between a product placement in a form of visual or audio-visual format.