

Comparison between two types of product placement on YouTube : the case of a placement that fulfills Internet users' expectations and a placement that doesn't fulfill Internet users' expectations

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Abstract

This study focuses on the impact of product placement on a video sharing platform (YouTube). Previous research on product placement has been, for the most part, carried out for media such as cinema or television. For the purposes of this article, we will ask ourselves if the specificities of YouTube influence the impact that a product placement can have. To answer to this question, we conducted an experiment by comparing two of the most common types of placements on the platform, a first one that fulfills users' expectations and a second one that doesn't fulfill expectations. At the end of our study with 409 respondents, it appears that placement that doesn't fulfill expectations leads to better brand awareness, but also generates more negative emotions and has a more negative impact on attitude towards the brand. On the other hand, placement that fulfills expectations will generate more positive emotions and positively influencing attitude towards the brand.

Subject Areas: *Advertising, Attitude, Consumer Behaviour, Marketing Strategy, Promotion*

Track: Digital Marketing & Social Media