

The Mediating Effect of Consumers' Attitude toward Product Placement Advertisement on the Relationship among Role Identification and Role Empathy

許碧純、陳木榮

E-mail: 9510764@mail.dyu.edu.tw

ABSTRACT

ABSTRACT Recently, marketing tactic is no longer to pass the generally traditional advertisement, replaces a new-type marketing way which places product in the daily life TV program or film seen of consumers, such advertising way is called "Product Placement". By placing product information in the content of movies, TV programs, or computer games, the marketing practitioner hopes to increase consumer identification and empathy to the product which places in the media, and also to influence the willingness for the consumer to purchase the products. Therefore, this research will investigate if consumers have a positive effect on Role Identification and Role Empathy to actor in the movie and also discuss if consumers' attitude toward product placement has mediating effect on the relationship among Role Identification, Role Empathy and Purchase Intention. The research method chooses high degree of connection to the movie plot - "Cellular", the actor also uses the product which places in the movie. The research sample number respectively is 464 college students in Da-Yeh University. The results show that (1) the relationship between Role Identification and Purchase Intention is positive correlation. (2) The relationship between Role Empathy and Purchase Intention is positive correlation. (3) Consumer's Attitude toward Product Placement Advertisement has partial mediation effect on Role Identification and Purchase Intention. (4) Consumer's Attitude toward Product Placement Advertisement has partial mediation effect on Role Empathy and Purchase Intention.

Keywords : product placement ; purchase intension ; role identification ; role empathy

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