

The influence of product placement on YouTube on dating app's
consumers' decision making



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อิทธิพลของการจัดวางผลิตภัณฑ์ในยูทูปต่อการตัดสินใจของผู้บริโภคของแอปพลิเคชันหาคู



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- งานวิจัยนี้จัดทำขึ้นเพื่อศึกษาอิทธิพลของการจัดวางผลิตภัณฑ์โฆษณาแอปพลิเคชันหาคู่บนเว็บไซต์ยูทูปที่ส่งผลต่อการตัดสินใจของผู้ใช้ โดยใช้แบบสอบถามออนไลน์เป็นเครื่องมือในการเก็บรวบรวมข้อมูลจากหลายเว็บไซต์ มีกลุ่มตัวอย่างคือคนไทยสองร้อยเก้าสิบสองราย ซึ่งมีอายุระหว่างสิบแปดถึงสามสิบห้าปี จากกลุ่มเฟสบุ๊คและไลน์จนถึงวีแชท และเป็นผู้ใช้สื่อสังคมออนไลน์เป็นประจำ จากงานวิจัยพบว่ามีความเชื่อมโยงในแง่ระหว่างการจัดวางผลิตภัณฑ์บนยูทูปและความตั้งใจของผู้ใช้ในการดาวน์โหลดแอปพลิเคชันหาคู่ งานวิจัยได้ชี้ให้เห็นว่าทัศนคติต่อแอปพลิเคชันหาคู่นั้นส่งผลต่อการตัดสินใจเลือกแอปพลิเคชันหาคู่ ซึ่งทัศนคติเหล่านั้นได้รับอิทธิพลจากความน่าเชื่อถือและการตอบสนองต่อความต้องการ การสำรวจยังพบว่าการใช้ผู้มีอิทธิพลบนสื่อออนไลน์และการจัดวางผลิตภัณฑ์โฆษณาสปอนเซอร์ยังส่งผลต่อความน่าเชื่อถือและการตอบสนองต่อความต้องการ



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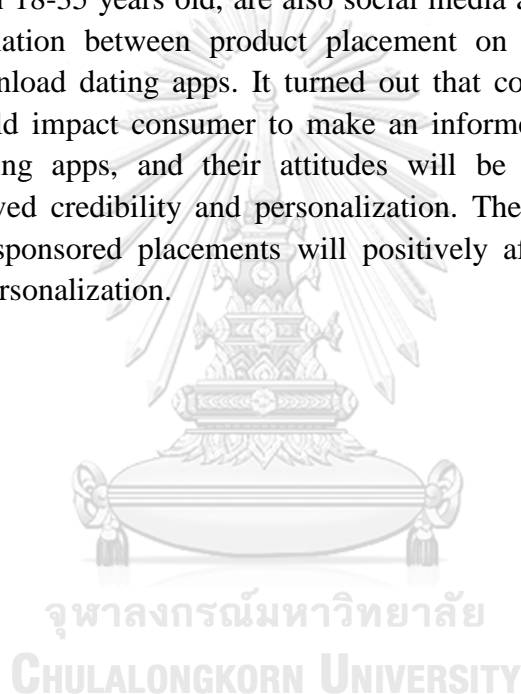
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D: Lyuyang Xu : The influence of product placement on YouTube on dating app's consumers' decision making. Advisor: Assoc. Prof. Dr. Smith Boonchutima, Ph.D.

- The purpose of this research is to study the influence of product placement on YouTube on dating apps' consumers' decision making. Online questionnaire is used as tool for collecting data through various websites. The sample size was 292 Thais from Facebook group, Line and Wechat room. Most of them are between 18-35 years old, are also social media addicted. The study found a positive correlation between product placement on YouTube and consumer intention to download dating apps. It turned out that consumer attitudes towards dating apps would impact consumer to make an informed decision regarding the selection of dating apps, and their attitudes will be positively influenced by consumer perceived credibility and personalization. The investigation also found that KOLs and sponsored placements will positively affect consumer perceived credibility and personalization.



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CHAPTER 1

INTRODUCTION

1.1 Research background

With the advent of the information age, featured by new forms of media and a proliferation of information in all its guises, individuals have gradually built up a certain immunity to traditional advertising, a state of affairs particularly prominent among various groups of contemporary youth (Neale & Corkindale, 2021). At the same time, the traditional commercial advertising market faces sluggish development along with competition in the face of a changing media environment featured by information saturation. Today, ads are managed by software instead of human decision-making when it comes to programmatic advertising, which is a term used to describe how ads are sold and delivered in the digital advertising market. Adblocking filtering technologies are available for consumers, allowing them to filter unwanted advertisements from websites and other Internet apps (Thomas, 2018).

Consequently, it is imperative that new and effective modes of advertising are discovered that are both effective and resistant to filtering, especially given the increasing competition among companies to build their brands through advertising (Evans, 2011). Against this background, product placement, also known as

“embedded advertising” or “embedded marketing”, which is a kind of advertising in which branded goods and services are featured in a production which targets a large audience, including placement agents, customers, research organization, and production companies (Russell & Belch, 2005) has been favored by an increasing number of marketers (Schwemmer & Ziewiecki, 2018). As Cindy Kelepps, President of the global brand content marketing association of the United States, has remarked, "We are entering an era of implantation from an era of marketing communication" (Hertzberg & Rask, 2021). At present, multimedia and international brands are embracing product placement as a central tool in launching and marketing new products. Nonetheless, the most significant challenge in product placement is that of effectively evaluating its impact. Due to the unique ambiguity entailed by product placement, a proportion of advertisers remain on the sidelines with respect to its use (Brodmerkel & Barker, 2021).

Therefore, a new form of advertising product placement that of harnessing product popularity has entered the public's field of vision and attracted the attention of marketers. To provide a word of background, in the context of economic globalization, the role and status of brand popularity has been utterly transformed. In the past, brand popularity was a concept of minimal attention, but now it has gradually transformed into a powerful instrument for enterprises striving to obtain sustainable competitive advantage (Gavurova, Bacik, Fedorko, & Nastisin, 2018). In recent years, with high competitiveness and a market

inundated with product choices, consumers form allegiances to brands of quality and high repute, rendering it a mainstay of marketers, who recognize that only by establishing strong popularity to create sustainable core competitive advantages, do enterprises achieve long-term prosperity (Tunn, Van den Hende, Bocken, & Schoormans, 2021).

The information revolution, with its attendant explosion of information, allows for brand information to reach the target consumer in faster, better, and more ingenious ways, expanding influence and enhancing popularity of products. Moreover, research on product promotion is now more feasible and more highly valued. As a result, data on communication channels, brand impact, and effective product marketing are more in-depth and specific (Lin, Swarna, & Bruning, 2017). Additionally, the continuous emergence of new communication methods provides advertisers and sponsors constant fodder for experimentation with new forms of advertising. It is in this context that video-implant advertising, with numerous and varied types, has entered the public's field of vision and is swiftly achieving distinction as a mainstay in marketing (Canelas, 2020).

In 2021, for the first time, China's digital advertising investment is expected to reach half of the total advertising expenditure (Zhu, Lu, Zhang, & Liu, 2021), reflecting a movement towards a more digitalized life under the influence of the epidemic. In addition to a movement in China toward domestic over foreign media,

the demand for a “cloud economy” has increased; most importantly, however, the focus of advertising has shifted from traditional media to new media and social media. Streaming media like YouTube and Netflix have become popular advertising platforms. Some types of advertising have decreased, including entertainment and leisure and commercial and service industries, while; areas of increase include epidemic prevention and hygiene, antipyretics and cough medicines, condiments, quick-frozen food and other home essentials. During the covid-19 epidemic, dating apps reached unprecedented heights. According to a survey on mobile dating apps conducted by Rakuten Insight in September 2020, around 65 percent of Thais used mobile dating apps (Statista, 2021b). Not only has the overall new-user data of well-known dating apps increased significantly, but novel and niche dating apps have also emerged and proved durable in the face of competition, although the functions and user scale and age of target audience are different. Still, it appears certain that YouTube remains the central battlefield for the promotion and marketing of dating software. Enter "dating apps" in the YouTube search bar, and an endless stream of video-placement ads results. YouTube KOLs introduce product features, invitations to directly try these apps, or short, yet persuasive melodramas. Although apparently effective, as we mentioned above, the effect of placement ads is difficult to measure, and questions remain as to the consumers' actual attitudes towards the advertisements and the likelihood they will download after watching, liking, and commenting.

1.2 Research objectives and questions

1.2.1 Research objectives

1. To figure out the factors or characteristics of product placement on YouTube which would impact consumer attitudes pertaining to dating apps.
2. To investigate the relationship between product placement on YouTube and consumer attitudes pertaining to dating apps.
3. To investigate the relationship between consumer attitudes pertaining to dating apps and consumer intention to download dating apps.

There are certain decision-making aspects that help in making informed decisions. In terms of dating applications, these aspects are mostly related to the privacy factors and authenticity of the information available on the dating platform. The consumers are generally reluctant to share their information with a dating platform given the privacy issues. In the past, many applications have used the consumers' data for marketing purposes or involved in selling this data to different organizations, which leads to a lack of public confidence in these programs. Thus, while making a decision regarding the dating application, the consumers want to ensure that whether their data is secure on the particular platform. Endorsement of a dating application placement can increase the confidence of the consumers on that particular product, and this research will analyze the impact of YouTube

placement on the consumer attitudes towards dating applications.

In addition to this, another objective of this research is to analyze that how YouTube has changed the perspective of the consumers in terms of decision-making of a dating application. The actual purpose of product placement is to enhance the sales/demand of that particular product. So, it will be analyzed that how has YouTube placement of dating applications increased the demand of these applications. This will again be analyzed from the consumers' perspective.

1.2.2 Research questions

RQ1: Does the YouTube placement impact the consumer decision making of dating apps?

RQ2: What factors would impact consumer to make a decision regarding the selection of dating apps?

1.3 Scope of the study

This study will build models based on previous research pertaining to the impact of product placement advertising on YouTube, it explores consumers' decision making with respect to dating apps on YouTube, tracking factors and mechanisms pertaining to intention and decision-making processes. Thus, the variables that will be measured in this study include, informativeness of sponsored placement, KOLs, credibility, personalization, consumer attitudes towards dating apps, and consumer intention to download dating apps. YouTube viewers will be

the target sample size. 200 respondents will be drawn randomly.

1.4 Expected benefits from the study

The conclusions of this study are intended to create a preliminary reflection of consumers' views concerning product placement advertising on YouTube while evaluating the impact of product placement advertising on consumers' decision-making. The information, analysis and conclusions obtained in this study may be used as a reference for advertising designers and advertisers. As such, the research results bear the potential of optimizing advertising design and advertising generally in order to most effectively convey the information that needs to be promoted to consumers within the limited advertising time. In addition, this study may be used as a reference measuring the impact of dating application advertising on YouTube in Thailand, which provides some clues and reference for the future research on embedded advertising and user decision making. Thereby, it not only possesses theoretical significance, but also has strong practical application.

CHAPTER 2

LITERATURE REVIEW

2.1 Consumer Decision Making

Consumer decision-making is defined as the process through which the buyer goes through the details of the products that might help in taking the right decision (Stankevich, 2017). Moreover, he identifies the problems and search for various products of similar type and take decisions on certain factors. Consumers mostly decide the products based on their lifestyle, cultural norms, social status and thoughts, and personality traits (Butkevičienė, Stravinskienė, & Rūtėlionienė, 2008). Therefore, consumer behavior usually varies from individual to individual depending upon his information, choices, and perceptions (Mihart, 2012). The consumer decision process usually begins with the requirement of the individual that why the consumer does is seeking the products. The advertisement or the display of products could help in grabbing the attention of the consumer. While selecting any product consumers have plenty of options and variety but the decision-making depends upon the basic five factors. These five factors include social, economic, psychological, personal, and cultural factors (Stankevich, 2017).

Consumers have to decide what specific service they want to avail. There are various features and the quality of the same service with various price ranges

therefore it is mandatory for the consumer to clear his demands about the service before availing it (Butkevičienė et al., 2008; Mihart, 2012). The duration of the service may depend upon the provider or its quality. In addition, then the consumer must decide the place or the brand of the service. Every place or application provides a service with different features and qualities and its working efficiency and prices also vary so depending upon the requirement and quality therefore consumer has to decide the provider (Stankevich, 2017). Other than it, the consumer is also responsible to buy the time and the procedure to buy the services. There are various methods to buy the services either through stores or through online method, thus consumer has to decide the way of buying and payment (Stankevich, 2017).

Thus, the organization should use various strategies that might help the consumer in selecting the services through the offers and advertisements (Mihart, 2012). Consumers sometimes get attracted to the services or products emotionally and thus decides to buy them (Stankevich, 2017). Moreover, the majority of the consumers are now concerned with the society and environment, therefore, they prefer long-lasting sustainable and environmentally friendly products or services, and therefore, these factors now also impact the consumer decision. Consumer decision depends on multiple factors and they prefer buying the product according to their convenience (Butkevičienė et al., 2008).

In a broad sense, consumer decision-making can be divided into five stages: problem or need recognition, information search, evaluation of alternatives, purchase, post-purchase behaviour (Dewey, 2006). When this theory is applied to consumer decision-making towards mobile applications. The steps can be adapted into: need recognition, information search, evaluation among brands, download, post-download behavior. In this research, we focus on the consumers' intention to download. Since understanding consumer's intention for the use mobile devices and services in general, is as essential as advertising to them. Consumers' intention to use mobile devices and services has gone a long way to affect the rate of usage of such tools (Nysveen, Pedersen, & Thorbjørnsen, 2005). According to (De Gregorio & Sung, 2010), the perceived positive attitudes by consumers can affect the purchase intention of a product or service. It is self-evident that the importance of studying consumers' download willingness in consumer decision-making.

2.1.1 Consumer Attitudes towards Dating Apps

Dating apps are the applications where individuals use the online platform for finding a life partner who has the same choices, preferences, and lifestyle.

Majority of the individual between ages 18 to 44 are using dating apps to find a life partner (Tong, Hancock, & Slatcher, 2016). The majority of individuals have a different point of view regarding different sites and they select the apps according

to their convenience. A survey was carried to check how consumers select the dating apps so it was found that about 50% of the population is not satisfied with the dating apps and finds it risky to select the person (Duguay, 2017; Nixon, 2021). According to them, without meeting them physically one can judge the sentiments and emotions and this online dating misguides the individuals hence the risk factors are more (Tong et al., 2016).

Whereas, the remaining population selects the dating apps based upon the feature and services and the authenticity of the application. The user shares his personal information and biodata over these websites therefore, the first thing a consumer demands is protection and the privacy of data and personal information so they can share it openly without any fear (Nixon, 2021). According to Duguay (2017); (Nixon, 2021), consumers keep in the view their security-related concerns, as well as, their personal preferences based on age, race, gender, etc., and these choices or risks reflect in their decision-making on the dating apps. Therefore, the selection of online dating apps is critical for the consumer as they prefer the privacy of the data at first (Duguay, 2017; Nixon, 2021). Along with the privacy, the consumer demands that the data provided on the app about the users such as age, height, and other educational information must be exact and accurate otherwise the wrong information would mislead the individuals. Thus, the individual demands the accuracy of the information as well. Therefore, based on ratings and feedback, and experiences the individual selects the dating app (Nixon,

2021). This accuracy of information is important because the main goal of the consumers is to select the life partner that has the same behavior, interests, and educational background (Tong et al., 2016). Thus, some of the consumers find the dating apps very beneficial as they got an opportunity to select and meet with the life partners but the main focus of the consumers is the protection of their personal information and background (Holtzhausen et al., 2020).

Moreover, there are various dating apps such as Tinder, bumble, coffee meet Bagels, and many more. Each app has its ratings depending upon the facilities and the options. The consumer selects the apps that have a variety of individuals and they can select according to their choices. In addition, these dating apps have some starting due every month therefore, the consumers select the affordable app, and also, they focus on the services they provide (Holtzhausen et al., 2020). Every application is famous for some reason e.g. Ok Cupid allows dating free of cost so many consumers decide to date virtually without any dues but the privacy of data is not sure (Tong et al., 2016). Moreover, tinder and bumble are the most reviewed apps and I bumble, the consumers can start chatting themselves therefore the most used apps are tinder and bumble. The consumer selects the app based on their requirement and knowledge. Some consumers prefer beauty and some of them mainly focus on the privacy of data. Based on the features and services and the monthly dues consumers decides the dating apps (Holtzhausen et al., 2020). Consumer decision is an essential part and they go through every feature of the

app that might aid in taking the accurate decision. Dating apps can play a vital role in selecting the life partner according to culture, age, and interest yet the selection of dating app is a difficult process and requires detailed investigation because the consumers mostly prefer the privacy of data and accurate information of the individuals. Also, the pricing of the apps may impact consumer decisions. Thus, the consumers select various factors while selecting the dating app (Tong et al., 2016).

2.1.2. Consumer's decision-making within the dating app

To evaluate the factors affecting consumer's behavior or decision-making within the dating app, a survey among 451 respondents was conducted by the authors and they found out that perceived risks, trust in online dating, distrust in the daters who can be according to the perceived risks, and the image of the person determine their adoption, non-adoption, and other decisions on the dating apps (Chen, Gu, & Cheng, 2021). There is also another very important feature that predicts the decision-making of the consumer on a dating app and this feature is of connecting the users through their mutual friends on other social platforms like Facebook (Green, Turner, & Logan, 2018). Based on the online survey conducted bine survey conducted by the authors of metropolitan cities, they found out that the feeling of common connection provided the users with a sense of security and affected their decisions related to sexual aspects or other aspects on the dating

apps accordingly. Also, some users felt hesitant to open up in front of such partners because of the fear of getting exploited in their social circle and it affected their related decisions on the dating apps (Green et al., 2018). The author used the semantic network analysis approach and investigated some other possible factors that could affect the decision-making of individuals on dating apps. Physical attractiveness along with emotional and mental intellect was greatly valued by all the genders on dating apps and it contributed to the procedure of their decision-making on the dating apps. Perceived gender differences also played their role in this regard (Welch, 2018).

2.2 Product Placement

Product placement refers to the form of advertising in which different branded goods and services are featured in a larger audience production. Product placement is also known as an embedded placement that is commonly found in movies, television shows, etc. According to La Ferle and Edwards (2006), product placement is generally done to generate positive feelings of the audience regarding the product. Product placement is not an explicit advertisement, so the program, movie, or television show will implement, mention or discuss the key points of the product to promote the product amongst the audience (La Ferle & Edwards, 2006). Product placement is an effective advertisement technique as the audience is mostly influenced by their favorite actor, host, or TV show inclining towards the

specific product (Williams, Petrosky, Hernandez, & Page Jr, 2011).

According to Williams et al. (2011), product placement tends to create both explicit and implicit advertising effects. The viewers of a particular TV show can relate to a brand after seeing it used in the content. This cultivates particular attitudes towards the brand along with increasing the intention to purchase that particular product (Newell, Salmon, & Chang, 2006). Brands are also working on their product placement strategies to spur the purchase intention of the target audience (Williams et al., 2011). The common example of product placement is the famous movie series 'James Bond' and the placement of different automobile brands in those movies. One of the series 'Casino Royale' featured the latest Ford model for which Ford reportedly paid about \$14 million for the lead star to drive the latest ford for 3 minutes in the movie. This illustrates the importance of product placement and how much brands are paying for placing their products in famous movies, TV shows, etc. to enhance the sales figures (Williams et al., 2011).

However, with several changes in the audience's viewing trends, the product placement is also embedded in different social media platforms (Schwemmer & Ziewiecki, 2018). According to Statista (2021b), around 4.48 billion individuals are using different social media applications around the globe. This is a staggering figure and depicts around a 3.13% increase as compared with the figures of 2020.

Out of these 4.48 billion users, around 2 billion users are YouTube users. Statista (2021a) also illustrated the importance of YouTube in the US and other countries around the globe. According to this report, YouTube is the most common platform in the US with 69% of the US nationals using the platform. This is followed by other social media platforms such as Facebook, Instagram, Snapchat, etc. (Statista, 2021b). So, product placement on these social media platforms has become an important part of a brand's advertisement strategy (Statista, 2021b).

Products are mostly included in lifestyle shots on social media platforms instead of explicitly advertising them. The product is not the key focus of the image, but the product/service is specifically shown to enhance the life-standard through product placement strategy. According to Schwemmer and Ziewiecki (2018), product placement through social media platforms particularly does not focus on the deliberate impression of advertising, but to fit the product/service in an image or video without making the product an overwhelming feature. The collaboration of different social media influencers and brands is an example of product placement, where the influencers integrate the product or service in their post/video without advertising it explicitly (Schwemmer & Ziewiecki, 2018).

2.2.1 Marketing Factors of Product Placement

How products are featured in media results in significant differences in terms of consumers' brand recall and awareness. Russell, Norman, and Heckler (2004)

holds that the two types of information contained in implantation into film or television (visual and auditory) provide two channels by which the consumer may receive information about products and brands, which indicates that high brand recall may be more effectively retained, an observation backed up by empirical research (Gupta & Lord, 1998) and that auditory implantation alone has a more obvious effect on brand memory than visual implantation. Research on types of product advertisement implanted in media has also reached similar conclusions, that is, implant in narrative features the highest brand memory, followed by the auditory implant, while the least effective is visual implant (Karrh, 1998; Russell, 2002).

To describe how advertising is introduced, advertisers frequently cooperate with video producers, attending film conferences during the product-publicity phase. Before the official release of the video, posters with brands or trademarks are published, and traditional print and TV advertisements may be designed following the content of films or TV dramas. As a result, the consumer may actively look for the implanted brand in the film while watching film and television dramas. Gupta and Lord (1998) proposed a series of factors determining whether product placement is significant, including size, the degree of correlation with the plot, position on the screen, etc. In consequence, they found that significant implantation will tend to cause higher brand memory than subtle implantation.

Other scholars have largely reached an identical conclusion. In addition, the research demonstrates that a longer exposure of the product in film and television plays will have a positive impact on brand memory. However, it is found that significant implantation will reduce the consumer's brand attitude (Friedman & Gould, 2007), thus weakening the persuasiveness of advertising.

Research related to product placement has supported congruence between product placement and video plotline or scene dramatically improves the impact of advertising. The degree of congruence between the product and the target consumer will also bear upon ultimate success. Moreover, research demonstrates that the degree to which the product or brand promotes narrative development not only obtains a higher brand memory but also improves consumers' attitudes towards the brand, potentially leading to purchasing intention. Finally, Russell's (2019) research shows that brands with high plot relevance demonstrate better effectiveness than brands with low plot relevance.

Russell (2019) pointed that product placement diverges from traditional commercial advertising in that it lacks "product and brand information" and will tend not to describe the product or brand in detail, for in the video, exposure time is limited. In traditional commercial advertisements, on the other hand, products and brands are the protagonists, and the plot or scene merely attracts attention or spreads information. Research shows that increasing the amount of information

implanted in advertising can deepen the consumer's recall, therefore improving the effect of implanted advertising.

2.2.2 Product Placement through YouTube

As discussed in the previous section that YouTube has become one of the widely used social media platforms in the US and other countries around the globe, so the products and services are looking forward to enhancing the product placement through the YouTube platform. YouTube involves product placement by integrating the product/service in a social media star's video, vlog, or other content in an authentic way providing value to the audience (Jin & Muqaddam, 2019). YouTube defined product placement in a recent blog post as the piece of content produced for a third-party product/service producer where the brand's message or product is directly or indirectly involved in the content (Ewers, 2017).

Along with the staggering number of YouTube users, another feature that makes YouTube feasible for present and future product placement is the outreach of the network. The YouTube CEO Susan Wojcicki reported that YouTube reached people ranging between the ages of 18 years to 49 years more than any television network and YouTube's audience is around 10 times greater than any prime television network (Jin & Muqaddam, 2019). Ewers (2017) further reported that YouTube product placement has become authentic due to the years spent by social media influencers to build their audience and create valuable content for

their audience. The mutual trust amongst the social media influencers and their audience is valuable for any brand. Such an influencer is capable of translating high engagement into increased brand sales or brand following on different platforms (Ewers, 2017).

According to Ewers (2017), millennials are more likely to trust popular YouTube endorsements as they are spending more than 11 hours on average on YouTube streamed videos. A statistic according to AdWeek illustrated an increase in the product placement expenses of the brand by more than 500%. There are 3 methods of placing a product on YouTube that includes 1) simple product placement 2) active product placement 3) sponsored product placement (Ewers, 2017). Simple product placement is done in a similar way to the product placement on television networks. Without being an overwhelming feature, a product is featured in a celebrity or YouTube influencers' video that attracts the audience towards a specific brand/service. Simple product placement is effective when the brand or service is particularly new and the brand wants to give an impression to the audience that they should try the product/service themselves (Jin & Muqaddam, 2019).

Active product placement, the YouTuber provides an additional description of the product's features or functionalities (Ewers, 2017). This approach involves creating content for the brand in partnership with a vlogger or a YouTube content

creator (Jin & Muqaddam, 2019). This approach is particularly useful in terms of highlighting the unique selling points of a product/service. However, the information provided to the content creator should be authentic to yield useful results out of the campaign (Ewers, 2017).

The sponsored product placement is a YouTube film dedicated 100% to a given brand. In this case, the brand name explicitly appears on the top of the YouTube video, and there is a short product description at the start or end of the video (Jin & Muqaddam, 2019). This content is designed to provide the audience with a broader scope of the product. Furthermore, this content can incline the audience more effectively as compared to the other two types of product placements (Ewers, 2017). A sponsored product placement should be effectively designed as such it should stand somewhere between the influencer's content and an advertisement (Jin & Muqaddam, 2019).

In short, product placement has become a widely acknowledged branding strategy. With the advent of social media platforms, product placement has shifted from traditional media tools to social media platforms. The dating application can also be promoted on YouTube through product placement strategies. The content creator can integrate the product in their content with or without highlighting its unique features. In this way, the audience can be inclined towards the dating application. Moreover, an increased engagement and a credible image in the minds

of the audience regarding the product or service being promoted gets inculcated.

2.2.3 Benefits of Working with Key Opinion Leaders (KOLs) on YouTube

Key opinion leaders (KOLs) are individuals or parties who/that have a lot of influence over the people who follow them. There are numerous advantages to working with KOLs for a brand. The content of major thought leaders can help a company connect with its target market in a genuine and effective way. In other words, KOLs can assist business in connecting with the correct demographic. For instance, collaborating with celebrities on YouTube might get the product known or viewed by millions of viewers (Whitler, 2021). The other benefit of KOLs is that more sales of the product can be made. KOLs can help generate a large number of sales quickly and aid the business in the long run by increasing their sales. Promoting items through campaigns and content created by thought leaders can result in an immediate increase in sales. The product placement on YouTube usually gets reviewed by more people who end up buying the products at later dates, resulting in elevated sales (Chan, 2021). Therefore, a fantastic KOL marketing strategy keeps product branding current and targeted at specific clients. KOLs also help in expanding the reach of the audience. They can help to identify marketers' target market and create the most effective advertisement to maximize revenue.

2.3 Theoretical model

A reference group is one used by individuals to help determine their beliefs, attitudes, and values and to guide their individualized behavior (Bearden & Etzel, 1982). Individuals usually choose the attitude or behavior of a group as a reference when settling upon their attitude or behavior. If individuals regard a group as their reference group, they will consciously or unconsciously compare and modify their behavior according to its norms and standards. Reference groups often impact consumers' purchase decisions, attitudes, and intentions. In this regard, product placement harnesses the celebrity effect to place products in the video, creating a reference group for which consumers may yearn, virtually arousing attention or generating reminders, while strengthening the purpose of purchase.

Related to reference groups, imitation learning theory holds that a wide range of human behaviors is acquired through conscious or unconscious imitation. Imitation assists individuals in learning essential skills and in upholding or altering or traditional attitudes and behaviors. In this regard, scenes or characters in a video program play just such a role (Ho & Ermon, 2016). While watching the video, the consumer will observe scenes, language, behavior, and clothing. When these are recognized, they may induce the consumer to imitate and construct a character or scene, which in turn produces consumption.

The theory of "Empathy" discussed by linguist Kuno and Etsuko (1977) and

which also serves as important theoretical groundwork for this report refers to the close relationship between the speaker (author) and the participant or object of the event or state described in a sentence based on the mutually shared respect for the particular matter of subject. More recently, having evolved into a psychological paradigm, it refers to a capacity to be in the emotional state of another. As such, “Empathy” plays an important role in influencing the consumer's attitude in the process of consumer acceptance of product placement advertising. In other words, the emotions of characters are picked up by the consumer, and in association, the preferences of the characters are taken on as consumer preferences. As a result, the consumer, adopting the product or brand as his own, begins to use the product. The product they purchase, however, includes the image constructed by the character, which is absorbed according to a consumer's need. Successful and effective advertising implantation should be consistent with personal experience of using the product and function as a guide to positive emotional recognition of the product.

The persuasion knowledge model describes how people's awareness of persuasion affects their response to persuasive behavior. In consequence, consumers will actively acquire knowledge about the persuasive components of a construct and refer to this knowledge to explain and evaluate other people's attempts to influence their behavior. As a result, the persuasion knowledge absorbed by an individual will have an impact on the persuasion behavior he or

she meets subsequently. As the individual encounters the persuasion behavior again, this knowledge assists them in recognizing that the purpose of this behavior is to persuade them to take some action, which consequently will produce resistance. At this time, the guiding role of information will not prove functional. In a familiar pattern, the advertisements inserted in video and the advertising pages in magazines are separated from the main content both in terms of space and time; advertisements are broadcast between TV dramas, and magazine advertisements usually have an independent page or a separate advertising section.

2.4 Research Hypothesis

2.4.1 Trustworthiness of KOLs

The social psychology viewpoint stresses interpersonal trust and directs us to concentrate on the interaction between YouTube KOLs and customers (Che, Cheung, & Thadani, 2017). Because of the lack of a physical presence and the novelty of this mode of purchase decision making, most customers are unfamiliar with the products or services promoted in YouTube advertisements. In other words, they have no idea which items are reliable. Researcher offer the notion from a psychological standpoint, which focuses on personality attributes, in line with the potential threats consumers perceive about making decisions after viewing placements on YouTube, which is that the willingness to rely on others is referred to as the propensity to trust (Chan, 2017). This disposition of trust is stable over

time and across situations. As a result, we expect that it should play a role in explaining consumer trust in KOLs as well. This provides the basis for the following hypothesis:

H1: The trustworthiness of KOLs of product placement on YouTube will have a positive impact on consumer perceived credibility.

2.4.2 Informativeness of sponsored placements

Informativeness refers to the extent to which the advertising message includes informational contents (Aaker & Norris, 1982). Advertising credibility refers to “consumers’ perception of the truthfulness and believability of advertising in general” (MacKenzie & Lutz, 1989, p. 51). In addition to the effect on advertising value, informativeness will affect customer attention.

Informativeness entails what is said (Ducoffe, 1995) and it can provide value-added news or can connect with the cognition of customer needs. When news or messages include customer needs, the customer enjoys understanding details. The customer concentrates on the messages and does not miss an opportunity regarding product information. The customer is more focused and irrelevant thoughts are filtered-out (Hoffman & Novak, 1996). When compared with traditional advertisements, product placement protrude the informativeness, and interactivity of the videos increased the participants’ attitudes toward and intentions to purchase the placed products (Su, 2019). Among various formats of

product placement, the sponsored product placement is considered to be more effectively designed (Ewers, 2017).

As mentioned above, when marketers continually search for innovative ways to communicate with customers, mobile marketing has been found as more beneficial with less expenditure than traditional advertisements (Jelassi & Enders, 2004). This result depends on the characteristics of the mobile device, which is a very personal device that allows an individual to virtually access anytime and anywhere. Hence, the form and contents of services offered by mobile device should be more personalized (Tsang, Ho, & Liang, 2004). In the case of mobile services, customers expect the content to be tailored to their interests (Robins, 2003). When customers perceive that the content of applications is relevant for interpersonal communications, they are more likely to think the contents will include useful information (Milne & Gordon, 1993). The customer believes in the contents and will have more interests in them. When consumers are accepting the informational interpretation of product placements, they will have a better understanding of the products and services themselves, which has a positive impact on their personal perception towards personalization of mobile applications (Anthony, Liu, Cheng, & Fan, 2020). On consideration of the overall findings, the second hypothesis is:

H2: The informativeness of sponsored placements will have a positive impact

on consumer perceived personalization.

2.4.3 Credibility

Consumers are more inclined to avoid or ignore mobile applications that lack credibility, hence it's been regarded a significant feature in applications (Moore & Rodgers, 2005). Advertising credibility, according to MacKenzie and Lutz (1989), is "the amount to which the customer views assertions made about the brand in the ad to be true and convincing" (p. 51). It's been proven that the level of trustworthiness varies depending on the advertising medium. According to Moore and Rodgers (2005), newspaper advertising has the highest level of trust, whereas online commercials have the lowest level of credibility, unless the message comes from a well-known brand. In a more recent survey, Rasmussen et al. (2015) discovered that, after suggestions from friends, internet channels are the second most trusted advertising medium. High perceived credibility is linked to higher application value (Brackett & Carr, 2001; Haghirian, Madlberger, & Tanuskova, 2005). Thus, it is hypothesized in this study that:

H3: Perceived credibility will have a positive influence on consumer attitudes toward dating apps.

2.4.4 Personalization

The act of generating specifically tailor-made contents to mobile devices based

on demographic (e.g. income), user choice (e.g. preferred items), and context (e.g. location and user actions) elements is known as personalized mobile services (Xu, 2006). When an application is tailored to a certain person's tastes, it is said to be personalized (Bauer, Reichardt, Barnes, & Neumann, 2005). One of the most significant variables influencing customers' views toward application is personalization, which is an effective technique to avoid mobile services being viewed as plain and boring (Xu, 2006). Personalized applications can also help to minimize aggravation and increase the perceived value of applications as entertainment (Kim & Han, 2014). According to some, the effectiveness of mobile advertising campaigns is determined by the advertiser's ability to generate and deliver relevant and tailored content to mobile users (Xu, 2006). Hence, this study suggests that:

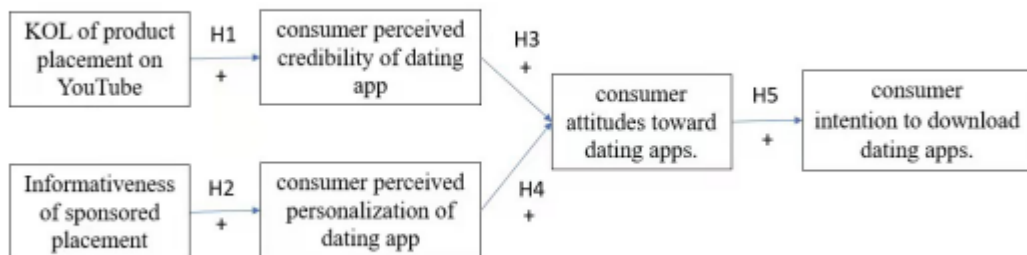
H4: Perceived personalization will have a positive influence on consumer attitudes toward dating apps.

2.4.5 Attitudes

Multiple research projects have verified the attitude-intention link in TRA, with individuals displaying good behavioral intentions toward applications as well as positive attitudes about applications (Izquierdo-Yusta, Olarte-Pascual, & Reinares-Lara, 2015; Wang & Sun, 2010). Therefore,

H5: A favorable attitude toward dating apps will have a positive effect on consumer intention to download dating apps.

The hypothesis model is illustrated as:



CHAPTER 3

METHODOLOGY

This study mainly adopts the method of quantitative research. The specific method is to mainly use five Likert scales to create online questionnaire. The invitation links to participate in the survey will be published on major social networking websites and groups in Thailand. It is expected that 200 respondents will formally fill in the questionnaire. The data will be processed by multiple regression analysis.

3.1 Research sample and sampling size

This study uses quantitative methods to collect data by issuing online questionnaires. The ideal interviewees of this study are not restricted by gender and income, but they are expected to be between 18-35 years old (Statista, 2021a), and also are expected to be addicted users in social networks (Riaz et al., 2021). The respondents must be Thai with no limited of residence.

In 2021, YouTube's user base in Thailand amounts to approximately 50.76 million users (Degenhard, 2021). According to the Yamane (1967), when $N=50,760,000$ $e=7\%$, the sample size(n) will be 200. Therefore, the target interviewee for this study is 200.

3.2 Questionnaire Design

Since the target population of this study is only Thai, the questionnaire will be distributed in Thai translation version. The questionnaire was designed in the form of multiple choice and Likert 5-point scale, with indicators for each variable to understand the individual's response to a specific statement. There are 8 parts in this questionnaire as following: filtering questions, informativeness, credibility, KOLs, personalization, attitudes, intention to download and personal information collection.

The first part of the questionnaire is a filtering question. The purpose is to investigate whether the respondents have seen the placement of dating apps on YouTube. If someone haven't read it, then he or she does not meet the requirements of the questionnaire and will be filtered as an invalid data.

In the second to seventh parts of the questionnaire, each part has 4-5 questions to measure each variable. The questions will be asked from multiple dimensions of credibility, trustworthiness, personalization, informativeness, attitudes, and intention to download, to examine the influence of product placement on YouTube on dating apps' consumer decision making.

Informativeness was adapted from the scale of Wang and Sun (2010) and Tsang et al. (2004). Wang and Sun (2010) once examined the relationships among

beliefs about online advertising, attitudes toward online advertising, and consumer responses to online advertising. The research of Tsang et al. (2004) provided theoretical support for the research of Wang and Sun as early as 10 years ago. After investigation, Wang and Sun (2014) concluded that online advertising is a good source of information and can provide consumers with the related information. Therefore, the scale used to measure the variable “informativeness” by other scholars basically started from these two points.

The trustworthiness of KOLs was adapted from the questionnaire of Ohanian (1990). When he studied the benefits of Internet celebrities for product marketing, he mentioned that popular bloggers can bring confidence to consumers and bring a certain degree of popularity to products. Therefore, his scale was designed from the definition of trustworthiness: such as dependable, honest, reliable, sincere and trustworthy.

The question of credibility was adapted from the scale of Chowdhury, Parvin, Weitenberner, and Becker (2006). They have proposed that credibility has always been regarded as a significant impact on consumer attitudes toward contents, so he designed a scale to measure credibility from several latitudes of it, such as “credible”, “pose no risks” “trust contents” and “would like to use this source as a reference”.

Personalization was borrowed from the study of Gao and Zhang (2014). The

research of Gao and Zhang (2014) aimed to investigate the factors that influence consumers' adoption of mobile advertising. They concluded that consumer attitudes towards mobile advertising explained approximately 80% of consumers' intentions to receive mobile advertising. Also, Gao and Zhang (2014) emphasized that personalization will directly affect consumers' attitudes towards contents, and consumers' perceived personalization was like "be able to display personalized content", "relevant to their own life", "fit to their own needs", and "just as customized for their own needs".

Attitudes are adapted from the research of Taylor and Todd (1995) and Yang, Kim, and Yoo (2013). The paper by Yang (2013) et al. once assumed that responses to mobile advertising depend on consumer attitudes, so they measured consumers attitudes from two aspects: "In general, the content of this advertisement is positive" and "I'm favorably disposed toward ads".

Finally, the intention to download was adapted from the scales of Bauer et al. (2005) and Taylor and Todd (1995). Taylor and Todd (1995) studied the relationship between consumer attitudes and consumer intentions, so they measured consumer attitudes from "I think this content is positive" and "This content can bring me a pleasant experience". And they measured consumer intention from several aspects such as "I have purchase intention after watching the advertisement", "I am about to have this intention", etc..

The last part of the questionnaire contains 4 questions for collecting personal information, such as gender, age, income, and education level of the interviewee.

3.3 Data collection

After developing the measurement scale, researcher translated the English version of questions into Thai version, and used the google form to make it an online questionnaire. First, through convenient sampling, the questionnaire was distributed to researcher's Thai colleagues and friends who are 18-35 years old, then through snowball sampling, these Thai locals were invited to forward the questionnaire to their friends who met the conditions of "18-35 years old and social media addicted". As a result, from November 30 to December 3, 2021, this questionnaire was reposted hundreds of times through Line, wechat, and facebook groups. The communities involved included a social network enthusiast group, a movie enthusiast gathering group, a college marketing research group and other young people gathering communities. In the end, a questionnaire filled out by 292 respondents was collected, of which 260 were valid.

3.4 Reliability and validity of the questionnaire

To ensure reliability and validity, the questions used to measure each variable are adapted from past research, which has been mentioned in 3.2. The hypothesis has references and theoretical support, which have been reviewed in chapter 2.

The reliability and validity of original questions are shown as follows:

Table 1
Reliability and Validity of original questionnaires

Constructs/items	Loadings
Credibility CR =0.82; AVE =0.53	/
I feel that mobile advertisements have no risk	0.71
I trust mobile advertisements	0.73
I use mobile advertising as a reference for purchasing	0.62
I belief that mobile advertising is credible	0.62
Personalization CR =0.84; AVE =0.6	/
I feel that the mobile ads I receive are relevant to my job and activities	0.68
I feel that the mobile advertising displays personalized message	0.80
I feel that the mobile advertisements I receive are relevant to my needs	0.83
Overall, the mobile advertising I receive are customised to my needs	0.75
Informativeness CR =0.95; AVE=0.85	/
In-app mobile advertisements provide the information I need	0.90
In-app mobile advertisements are a good source of product/service	0.89
In-app mobile advertisements supply relevant information	0.92
Consumers' Attitudes toward Mobile Ads CR =0.84; AVE = 0.6	/
Mobile advertisements can provide pleasant experience for me	0.80
I have a positive attitude towards mobile advertising	0.79
Overall, I like mobile advertising	0.72
I'm favorably disposed toward in-app mobile advertising	0.96
Behavioral Intention CR =0.84; AVE = 0.6	/
I am willing to receive mobile advertisements recently	0.70
I may receive mobile advertisements recently	0.74
I expect to receive mobile advertisements recently	0.81
I intend to accept mobile advertising as much as possible	0.74
I don't expect to accept mobile advertising as much as possible	0.71
<i>CR, composite reliability; AVE, average variance extracted</i>	

As shown in table 1, the composite reliability (CR) and Average Variance Extracted (AVE) values for all the constructs were satisfactory indicating that convergent validity has been achieved (Bagozzi & Yi, 2012). Additionally, all the AVE values are higher than the squared correlations among variables (see Table 2). Furthermore, all the factor loadings are high and there are no cross loadings. This indicates that discriminant validity has been achieved (Bagozzi & Yi, 2012; Fornell & Larcker, 1981).

In addition, researcher used the collected 260 valid data to retest the reliability of the scale. The rule of thumb for interpreting alpha for Likert scale questions (Gliem, J. & Gliem, R., 2003) is shown as follow:

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 2
Informativeness Cronbach Reliability Analysis

Title	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Informativeness-Sponsored placements of dating apps provide the information I need.	0.620	0.754	0.802
Sponsored placements of dating apps are a good source of product/service information.	0.646	0.743	
Sponsored placements of dating apps supply relevant product information.	0.491	0.794	
Sponsored placements of dating apps provide timely information.	0.563	0.770	
Sponsored placements of dating apps are good source of up-to-date product information.	0.612	0.755	
Standardized Cronbach's Alpha: 0.803			

Informativeness Cronbach Reliability Analysis - Simplified Format

Number of items	Sample size	Cronbach's Alpha
5	260	0.802

From the table above, it can be seen that the reliability coefficient is 0.802, which is greater than 0.8, which indicates the reliability of informativeness scale questions is good.

Table 3

Trustworthiness of KOLs Cronbach Reliability Analysis

Title	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Trustworthiness of KOLs -I consider KOLs appeared in product placement which i have seen as dependable.	0.688	0.782	0.832
I consider KOLs appeared in product placement which I have seen as honest.	0.599	0.808	
I consider KOLs appeared in product placement which I have seen as reliable.	0.638	0.797	
I consider KOLs appeared in product placement which I have seen as sincere.	0.648	0.794	
I consider KOLs appeared in product placement which I have seen as trustworthy.	0.582	0.812	
Standardized Cronbach's Alpha: 0.832			

Trustworthiness of KOLs Cronbach Reliability Analysis - Simplified Format

Number of items	Sample size	Cronbach's Alpha
5	258	0.832

It can be seen from the above table that the reliability coefficient value is 0.832, which is greater than 0.8, which indicates that the reliability of trustworthiness of KOLs' scale questions is good.

Table 4
Credibility Cronbach Reliability Analysis

Title	Corrected Item-Total Correlation(CITC)	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Credibility-I believe that dating apps are credible.	0.590	0.776	0.808
I feel that dating apps pose no risks.	0.697	0.722	
I trust dating apps.	0.550	0.797	
I use dating apps as a reference for making friends.	0.669	0.737	
Standardized Cronbach's Alpha: 0.809			

Credibility Cronbach Reliability Analysis - Simplified Format

Number of items	Sample size	Cronbach's Alpha
4	260	0.808

It can be seen from the above table that the reliability coefficient value is 0.808, which is greater than 0.8, which indicates that the reliability of credibility scale questions is good.

Table 5
Personalization Cronbach Reliability Analysis

Title	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Personalization-I feel that dating apps display personalized contents.	0.548	0.706	0.758
I feel that the dating apps are relevant to my life.	0.587	0.684	
I feel that dating apps are relevant to my needs.	0.547	0.707	
Overall, dating apps are customized to my needs.	0.542	0.710	
Standardized Cronbach's Alpha: 0.759			

Personalization Cronbach Reliability Analysis - Simplified Format

Number of items	Sample size	Cronbach's Alpha
4	259	0.758

It can be seen from the above table that the reliability coefficient value is 0.758, which is greater than 0.7, which indicates that the reliability of the personalization scale questions is acceptable.

Table 6
Attitudes Cronbach Reliability Analysis

Title	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Attitudes--Overall, dating apps are positive.	0.669	0.759	0.819
Dating apps can provide pleasant experience for me.	0.562	0.806	
I have a positive attitude towards dating apps.	0.639	0.775	
I'm favorably disposed toward dating apps.	0.700	0.743	
Standardized Cronbach's Alpha: 0.819			

Attitudes Cronbach Reliability Analysis - Simplified Format

Number of items	Sample size	Cronbach's Alpha
4	259	0.819

It can be seen from the above table that the reliability coefficient value is 0.819, which is greater than 0.8, which indicates that the reliability of attitudes scale questions is good.

Table 7
Intention to download Cronbach Reliability Analysis

Title	Corrected Item-Total Correlation (CITC)	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Intention to download -I expect to download dating app after watching its product placement on YouTube.	0.644	0.736	0.801
I intend to download dating app after watching its product placement on YouTube.	0.644	0.736	
It is likely that I will try to download dating app after watching its product placement on YouTube.	0.579	0.769	
I don't expect to download dating apps after watching its product placement on YouTube.	0.591	0.762	
Standardized Cronbach's Alpha: 0.802			

Intention to Download Cronbach Reliability Analysis - Simplified Format

Number of items	Sample size	Cronbach's Alpha
4	259	0.801

It can be seen from the above table that the reliability coefficient value is 0.801, which is greater than 0.8, which indicates that the reliability of the intention to download scale questions is good.

CHAPTER 4

The section examined the relevant results related to the data and the explanation of the effect. The result and analysis were presented using the relevant evidence about the influence of product placement on YouTube on dating apps' consumer decision-making. Both descriptive and inferential analysis was conducted based on the data. The result in this section was tabulated in frequencies and other related statistical approaches. For instance, the correlation matrix was established to determine the relationship among the variables, and regression analysis was used to determine the relationship between the dependent and the independent variables.

4.1 Descriptive statistics

The section examined the frequency statistics of the variables, and the result tabulated as follows:

Table 8

Screen out question : Have You Ever Seen the Product Placement of Dating Apps on YouTube?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	260	89.0	89.0	89.0
	No	32	11.0	11.0	100.0
	Total	292	100.0	100.0	

Table 9
Frequency Analysis

Item	Title	Frequency	Percent (%)	Cumulative Percent (%)	Mean	Standard Deviation
Gender	Male	102	39.23	39.23	1.61	0.49
	Female	158	60.77	100.00		
Age	Under 18	35	13.46	13.46	26.77	4.23
	18-25	105	40.38	53.85		
	26-35	85	32.69	86.54		
	36-45	21	8.08	94.62		
	Over 45	14	5.38	100.00		
The level of education	Lower than high school	8	3.08	3.08	2.97	0.73
	High school	39	15.00	18.08		
	Bachelor's degree	174	66.92	85.00		
	Master's degree	30	11.54	96.54		
	Ph.D.	9	3.46	100.00		
Income	1-15000	48	18.46	18.46	24096.15	3325.27
	15001-20000	94	36.15	54.62		
	20001-40000	74	28.46	83.08		
	40001-50000	32	12.31	95.38		
	Over 50000	12	4.62	100.00		
Total:		260	100.0	100.0	/	/

The first question is a filtering question, to make sure the next questions go smoothly, and first screened out the interviewees who have never seen the product placement of dating apps on YouTube. Honestly, based on the result analysis, most respondents agreed to have seen product placement of dating applications on

YouTube. The total number of those who have seen was 260 making 89.0% of the total respondents—However, 32 (11.0%) of the respondents affiliated with the research question. From the resulting output, it can be affirmed that most of the individuals have used YouTube.

Gender of the respondents

The gender of respondents was the first personal information to be collected. The inquiry on gender was studied as the background examination of the respondents to assess the contribution ratio between males and females in this study. According to the results, there are slightly more female participants than male. Out of 260 respondents, 102 were men, accounting for 39.23%. Females were represented with 158 responses, accounting for 60.77% of respondents.

Education level of the respondents

Through the analysis, the participants whose level of education are lower than high school were 8 members, accounting for 3.08%. 15% were high school level participants, 66.92% were bachelor's degree, 11.54% master's degree, and only 3.46% were Ph.D. It can be seen that vast majority of people who use YouTube are likely to have a bachelor's degree or below.

Age

The study also took advantage of investigating the age distribution of respondents to determine the validity of this research, the selected age group sets were used to determine individuals' response rates. Based on the analysis above, most of the respondents were in the age group of 18-25 years old. These individuals represented a proportion of (105) 40.38 % of the total response. They were closely followed by the age group of 26-35 years old. They represented a proportion of (85) 32.69 % of the total respondents. Respondents of ages group under 18 years old were 35, representing 13.46% of the total population of respondents. Moreover, individuals with an age group greater than 45 were 14, representing 5.38% of the total respondents.

Income

The research found that most individuals lay in an income range of 15001-20000 bahts and 20001-40000 bahts on their monthly income. This translated to 168 (64.61%) of the total individuals. Secondly, they were followed by people who earn 1-15000 bahts every month (48,18.46%). However, few individuals earn a monthly income greater than 50000 bahts. They represented (12) 4.62% of the total number of respondents.

Table 10
Mean and Standard Deviation of Key Variables

Constructs/items	Mean	Standard Deviation
Informativeness	2.45	0.82
Sponsored placements of dating apps provide the information I need.	2.44	1.03
Sponsored placements of dating apps are a good source of product/service information.	2.43	1.15
Sponsored placements of dating apps supply relevant product information.	2.35	1.14
Sponsored placements of dating apps provide timely information.	2.57	1.04
Sponsored placements of dating apps are good source of up-to-date product information.	2.62	1.10
KOLs	2.51	0.88
I consider KOLs appeared in product placement which I have seen as dependable.	2.61	1.18
I consider KOLs appeared in product placement which I have seen as honest.	2.59	1.18
I consider KOLs appeared in product placement which I have seen as reliable.	2.40	1.11
I consider KOLs appeared in product placement which I have seen as sincere.	2.46	1.14
I consider KOLs appeared in product placement which I have seen as trustworthy.	2.47	1.11
Credibility	2.55	0.87
I believe that dating apps are credible.	2.58	0.98
I feel that dating apps pose no risks.	2.49	1.11
I trust dating apps.	2.53	1.16
I use dating apps as a reference for making friends.	2.59	1.09
Personalization	2.49	0.84

Table 10
Mean and Standard Deviation of Key Variables

I feel that dating apps display personalized contents.	2.46	1.07
I feel that the dating apps are relevant to my life.	2.51	1.13
I feel that dating apps are relevant to my needs.	2.52	1.06
Overall, dating apps are customized to my needs.	2.45	1.14
Attitudes	2.52	0.91
Overall, dating apps are positive.	2.53	1.08
Dating apps can provide pleasant experience for me.	2.48	1.05
I have a positive attitude towards dating apps.	2.49	1.23
I'm favorably disposed toward dating apps.	2.56	1.17
Intention to Download	2.45	0.88
I expect to download dating app after watching its product placement on YouTube.	2.45	1.14
I intend to download dating app after watching its product placement on YouTube.	2.46	1.18
It is likely that I will try to download dating app after watching its product placement on YouTube.	2.44	1.22
I don't expect to download dating apps after watching its product placement on YouTube.	2.23	1.14

The statement "Sponsored placements of dating apps are good source of up-to-date product" has the highest mean value. (M=2.44, SD=1.03)

Most respondents consider KOLs appeared in product placement which they have seen as dependable. (M=2.51, SD=0.88)

The most of respondents use dating apps as a reference for making friends. (M=2.59, SD=1.09) But few people feel that dating apps pose risks. (M=2.49, SD=1.11)

Respondents can mostly feel that dating apps are relevant to their needs.

(M=2.52, SD=1.06)

Generally, respondents are expected to download dating apps after watching its product placement on YouTube. (M=2.45, SD=1.14)

4.2 Inferential statistics

4.2.1 Correlation Analysis

Table 11

Correlation Analysis

		Intention to download	Attitudes	Personalization	Credibility	Trustworthiness of KOLs	Informativeness
Intention to download ^a	Correlation coefficient	1					
	<i>p</i> value						
Attitudes ^a	Correlation coefficient	0.832**	1				
	<i>p</i> value	0.000					
Personalization ^a	Correlation coefficient	0.803**	0.755**	1			
	<i>p</i> value	0.000	0.000				
Credibility ^a	Correlation coefficient	0.797**	0.716**	0.780**	1		
	<i>p</i> value	0.000	0.000	0.000			
Trustworthiness of KOLs ^a	Correlation coefficient	0.785**	0.710**	0.742**	0.800**	1	
	<i>p</i> value	0.000	0.000	0.000	0.000		
Informativeness ^a	Correlation coefficient	0.809**	0.752**	0.776**	0.815**	0.794**	1
	<i>p</i> value	0.000	0.000	0.000	0.000	0.000	

* $p < 0.05$ ** $p < 0.01$

The variables attitudes and intention to download were found to be strongly correlated, $r(258) = .832, p < 0.01$

Attitudes and consumer perceived personalization were found to be positively correlated, $r(258) = .755, p < 0.01$

Attitudes and consumer perceived credibility were found to be positively correlated, $r(258) = .716, p < 0.01$

Informativeness of sponsored placements and consumer perceived personalization were found to be positively correlated, $r(258) = .776, p < 0.01$

Trustworthiness of KOLs and consumer perceived credibility were found to be strongly correlated, $r(258) = .800, p < 0.01$

Table 12

Hypothesis Testing

	Path Between	Correlation	Result	N
H1	KOLs→Credibility	0.800(**)	Supported	260
H2	Informativeness→Personalization	0.776(**)	Supported	260
H3	Credibility→Attitudes	0.716(**)	Supported	260
H4	Personalization→Attitudes	0.755(**)	Supported	260
H5	Attitudes→Intention to download	0.832(**)	Supported	260

** . Correlation is significant at the .01 level (2-tailed).

* . Correlation is significant at the .05 level (2-tailed).

CHAPTER 5

5.1 Summary

In Chapter 4, researcher processed raw data through SPSS in the direction of descriptive analysis and correlation analysis. It can be found that among the 290 interviewees, 260 have seen the placement of dating apps on YouTube, and were therefore regarded as valid answers to this questionnaire. Among the 260, the gender ratio was not much different, the sample as a whole was relatively young ($M=26.77$). Their average income is 24096.15 baht ($M=24096.15$). Most of interviewees have a high school education or above.

Next, researcher used correlation values to determine how the variables embarked each other. When finishing the analysis and go back to research questions, the data have already shown the answer. First of all, it can be seen that two factors of product placement from the correlation analysis: KOLs appeared in product placement (its trustworthiness) and sponsored placements (its informativeness), which are positively correlated with consumer intention to download with correlation coefficient at .785** and .809**. It can be proved that product placement on YouTube indeed impact the consumer decision making of dating apps. And also, it can be seen that KOLs and credibility was positively correlated, as demonstrated by the correlation coefficient of .800**, which indicates a perfect positive relationship. Hence, H1 was justified. Also, informativeness of

sponsored placements and personalization has been proved positively related by the correlation coefficient of $.776^{**}$, which verified H2. As well, with the correlation between credibility and attitudes of $.716^{**}$ showed that perceived credibility have a positive influence on consumer attitudes toward dating apps. Thus, H3 was proved. Additionally, the study indicated that perceived personalization have a positive influence on consumer attitudes toward dating apps as illustrated with the correlation coefficient of $.755^{**}$. Hence, H4 was fulfilled. A favorable attitude toward dating apps will have a positive effect on consumer intention to download dating apps as illustrated with the correlation coefficient of $.832^{**}$, which indicates H5 was also verified. Thus, 5 hypothesis were all proved. We can correspondingly conclude that consumer attitudes towards dating apps would impact consumer to make an informed decision regarding the selection of dating apps, and their attitudes will be positively influenced by consumer perceived credibility and personalization. In this regard, two research questions were both answered. The results also support the theoretical argument that building positive attitudes is a vital element for eliminating uncertainties and triggering consumer purchase intention.

5.2 Discussion

After looking at the evidence provided by Thai locals, it can be concluded that Thais are paying attention to the downloading of applications, which may enable them to buy online services such as the dating app after viewing a product

placement of it on YouTube, was proved by the majority answers showing interest. According to the Thailand's Internet users statistics in research of Light, Griffiths, and Lincoln (2012), YouTube is one of the country's most popular social networking sites. Except the fact that YouTube is well recognized and used in the industry, this research detailedly elaborated how product placements on YouTube impact consumers, which presents a significant opportunity for businesses, since they can utilize YouTube for a variety of purposes, including the creation and presentation of their products, the development of their audiences, and the implementation of online publicity campaigns. In a word, the finding of this paper will be extremely valuable to advertisers in Thailand who want to use YouTube as their primary channel for recruiting new consumers and who want to put together a captivating website advertising campaign in order to target Thais online.

Over time, the amount research on the influence of product placement on consumer decision making has been constantly growing. The results of this research are also believed to deliver an array of specifications on the values of marketing and product placement literature as well, especially when it comes to be relationship among product placement ,consumer attitudes, and consumer purchase intention (intention to download) . As aforementioned, the results of this article are in line with antecedent journals (Balasubramanian, Karrh, & Patwardhan, 2006; Kim & Ko, 2012; Kwon, 2012), among others)that also agree on the positive impact of product placement on consumer attitudes . For example, in Kwon's

(2012) study, his sample came from a comprehensive university in northeastern of United States as he believed that college students are one of the most important TV viewers (Vasquez, 2007). He recruited interviewees by posting online questionnaires on the facebook group, which is similar to this research, and finally collected 209 valid answers. No matter the sample size (N=209) or the male-to-female ratio (70% were female), including age of respondents (most of them were between 18-24 years old), all the characteristics of samples were astonishingly similar with this study. Finally, the findings of Kwon's (2012) research suggested product placement positively affects consumers' product placement attitudes and purchase intentions, and also showed that consumers are more likely generate purchase intentions when having a favorable attitudes toward product placement. This shows that when characteristics of samples are basically same, regardless whether the research scope is Thailand or the United States, the study of 2013 and the research of 2021 almost have the same results. In addition, Balasubramanian et al.'s (2006) quantitative research also concluded that product placement activities also play a key role in improving brand attitudes, therefore, colluding with this study which depicts a similar picture.

In addition to explaining the positive impacts among product placement ,consumer attitudes, and consumer purchase intention (intention to download). This research also refines the specific factors of product placements that can affect consumer decision-making. By a significant margin ($r=.755$, $p<0.01$)

($r=.716$, $p<0.01$), the components of consumer perceive interaction(perceived credibility when interacting with KOLs and perceived personalization when watching informativeness ads) have influenced the consumer attitudes towards dating apps brands. Nonetheless, the role played by each variable of the product placement activities changes differently in different studies. Zhou and Jian (2015) discussed the influence of brand significance in product placement on consumers' purchasing intentions. They finally found that the higher the significance of brand appeared in placements, the higher the audience's recognition of the brand, and the higher the purchase intention. At the same time, product placement arouses audience's emotion and positively affects consumers' purchase intention. Banerjee and Pal (2021) found that the duration of product placement in YouTube also influences consumer purchase intention. Bombarding users with long-duration placements is also not a viable option as it can result in negative user experiences. In study of Kim and Ko (2012) and Erdoğan and Çiçek (2012) which found that product promotion on YouTube is the most considered aspect of product placement. When coupons, exclusive discounts, new user registration rewards and other preferential promotion appear in YouTube placements, users will be happy to click on download links after watching these ads. Other brands have noticed the target followers' enthusiasm towards YouTube KOLs, so these brands have invited KOLs to be brand ambassadors and place the product in their daily video, this being a tool to engage consumers in an effective way (Gong, Ren, Zeng, &

Xing, 2021).

5.3 Conclusion

In the initial stage of the study, the researchers observed an increasing number of embedded advertisements on social platforms, among which the incremental somatosensory of dating apps' placements was the most obvious. Therefore, after the researchers looked up the research on YouTube placement ads and the research on dating apps, it was found that "whether consumer's intention to download dating app is related to product placement on YouTube" research is scarce. Motivated by the need to better understand consumer decision making of dating apps, researcher synthesized the key theoretical perspectives of consumer attitudes and developed an integrative model explaining consumer download intention towards dating apps. Four groups of factors are identified in the study: the trustworthiness of KOLs, the informativeness of sponsored placements, perceived credibility and perceived personalization. These four groups of factors are hypothesized to influence consumer attitudes towards dating apps, and in turn determines consumer intention to download. Correspondingly, an empirical testing of the research model on 260 active YouTube users were finished. After conducting investigation, researcher discovered that there is a general trend of positive impact on consumers' intention to download dating apps as a result of consumer attitudes positively influenced by all product placement components

mentioned in this paper. To emphasize, consumers' confidence towards KOLs can further increase their trust in the products or services recommended by KOLs. Compared with simple and active product placement, or traditional advertising, sponsored placement can provide consumers with a better source of information, so that they can obtain more detailed information about services, which help them feel that the service is tailored to their needs. In this way, consumers will have a positive attitude towards the service, thus, the intention to obtain or purchase the service is generated.

5.4 Managerial implications

In consideration of the future role that will be played by YouTube to market competitor brands, this study intends to appreciate managerial implications with which marketers can make use of product placement as a strategy to build stronger consumer purchase(download)intention towards their brands as well as their products. Product placement element shows an exciting and interesting level of product advertising that brands execute on digital networks regarding the visualization and concretization of ideas in their contents to attract more consumers' attention to the brand. The importance of this factor is that the more credible and informative or personalized the contents are on YouTube, the more engaging and positive the customers are towards the brand.

Based explained above, managers can optimize brand marketing from the

following aspects:

- 1) According to Yadav and Rahman (2018), brands should concentrate on joining social platforms to advertisement contents to the users with the latest information on trends. It is more likely that those dating apps are to be shared and explored by youth who spend most of their time on YouTube and are the first to perceive any updates on a daily basis. The more popular the dating app is, the stronger the relationship between customers and the brand of dating app (Erdoğan & Çiçek, 2012).
- 2) From the perspective of improving the credibility of the product, managers can invite KOLs with a good reputation among fans to explain the product. Thinking about the product's pain points from the user's perspective, and inviting KOLs to give a clear explanation on the issues that consumers worry more about. This move is helpful to eliminate consumers' distrust of the product.
- 3) Dating apps could consider to present informative contents in product placements for example to educate consumers about the brand and the product itself. It's best for managers to use sponsored placements in KOL's videos, which means that the product's trademark logo needs to be implanted in the entire video screen, at the same time, let KOLs highlight the informativeness of the product when explaining, make consumers feel the app can meet their

personal needs, be close to their daily lives, and enable them to truly make friends or partners. In this way, consumers' positive attitudes towards dating apps will be improved in a subtle way.

- 4) Besides paying attention to KOLs, dating apps should also consider other materials such as customers' hobbies, interests among others in their ads, creating fun and exhilarating contents. These personalization elements can encourage and persuade users to stay along with the dating app (Yadav & Rahman, 2018).
- 5) The need for promotion can also be achieved by the dating apps through involving consumers in the product's marketing activities. Moreover, user-generated content (UGC) currently being used by a many brand is massive community that was build up for the consumers, in which they can freely create their own concepts that they expect to see from the brands, also to make their opinions heard by other users, etc.

5.5 Limitation of the study and directions for future research

As limitations often cannot be avoided more in this kind of quantitative study, researcher analyze the limitations from different perspectives.

Researcher have very limited time to collect data that can only be gathered through convenience sampling and snowball sampling, which means that the sample size may not have a more accurate representativeness. As by the nature

of quantitative approach, the use of closed-end questions does not provide the surveyed people enough opportunity to share their own opinions to the topic. The findings would have been more interesting if given a better context or a mixed approach. In this study, the researcher only uses consumer purchase intention as a variable to measure consumer decision making. Future research can track the entire process of consumer decision and gradually analyze how embedded advertising affects every step of consumer decision making. For example, how consumers evaluate the information before downloading the product, or how to collect information of products for comparison will greatly affect whether she or he will download the product in the end (Rita, Ramos, Moro, Mealha, & Radu, 2021). Similarly, in this article, the researchers only use KOLs and informativeness as the two components of product placements to explore and discuss. Future research can go deeper in other aspects of product placements, such as the frequency of products appearing in placements, will produce varying degrees of stimulus to consumers (Soba & Aydin, 2013), which is also useful when studying the impact of product placements on consumer decisions.

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APPENDIX

(This questionnaire has been distributed to private line group: “we love to use dating apps”, “Tha 311”,_Wechat group: “Tha communication 312”, “Chinese and Thai” , Facebook group: “Chula marketing research”, “we love social media” etc.)

Questionnaire on the influence of product placement on YouTube on dating app’s consumers' decision making

The whole questionnaire survey will take you about 10 minutes. There is no distinction between right and wrong in this questionnaire survey. You can fill in it completely according to your feelings and judgment. (“dating app”mentioned below only implies these 6 dating apps: Tinder, Facebook dating, Tantan, Litmatch, Bumble, Blued)

1. Screen out Questions

Please indicate the group that most suitable for you.

1. Have you ever seen the product placement of dating apps on YouTube?

Yes

No (end of the questionnaire)

Example:



Please tick “ ✓ ” in the corresponding options according to your actual knowledge.

- 1) Strongly disagree
- 2) Disagree
- 3) Uncertain
- 4) Agree
- 5) Strongly Agree

Part 2 (The Informativeness of Sponsored Placement)

When compared with simple placement (a product is featured in a celebrity or YouTube influencers’ video that attracts the audience towards a specific brand/service) and active placements (YouTuber provides an additional description of the product’ s features or functionalities), I think sponsored placements (the brand name explicitly appears on the top of the YouTube video, and there is a short product description at the start or end of the video)...

Informativeness		1	2	3	4	5
1.	Sponsored placements provide the information I need.					
2.	Sponsored placements are a good source of product/service information.					
3.	Sponsored placements supply relevant product information.					
4.	Sponsored placements provide timely information.					
5.	Sponsored placements are good source of up-to-date product information.					

Part 3 (KOLs)

Trustworthiness of KOLs		1	2	3	4	5
1.	I consider KOLs appeared in product placement which I have seen as dependable.					
2.	I consider KOLs appeared in product placement which I					

	have seen as honest.					
3.	I consider KOLs appeared in product placement which I have seen as reliable.					
4.	I consider KOLs appeared in product placement which I have seen as sincere.					
5.	I consider KOLs appeared in product placement which I have seen as trustworthy.					

Part 4 (Credibility)

Credibility		1	2	3	4	5
1.	I believe that dating apps are credible.					
2.	I feel that dating apps pose no risks.					
3.	I trust dating apps.					
4.	I use dating apps as a reference for making friends.					

Part 5 (Personalization)

Personalization		1	2	3	4	5
1.	I feel that dating apps display personalized contents.					
2.	I feel that the dating apps are relevant to my life.					
3.	I feel that dating apps are relevant to my needs.					
4.	Overall, dating apps are customized to my needs.					

Part 6 (Attitudes)

Attitudes		1	2	3	4	5
1.	Overall, dating apps are positive.					
2.	Dating apps can provide pleasant experience for me.					
3.	I have a positive attitude towards dating apps.					

4.	I'm favorably disposed toward dating apps.					
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Part 7 (Intention to download)

Intention to download		1	2	3	4	5
1.	I expect to download dating app after watching its product placement on YouTube.					
2.	I intend to download dating app after watching its product placement on YouTube.					
3.	It is likely that I will try to download dating app after watching its product placement on YouTube.					
4.	I don't expect to download dating apps after watching its product placement on YouTube.					

Part 8: Respondents Profile

Please indicate the group that most suitable for you.

1. Please indicate your gender:

Male

Female

2. Please indicate your age:

Under 18

18-25

26-35

36-45

Over 45

3. What is the highest level of formal education you have completed?

- Lower than high school
- High school
- Bachelor' s degree
- Master' s degree
- Ph.D.

4. What is your monthly income (unit: baht)?

- 1-15000
- 15001-20000
- 20001-40000
- 40001-50000
- Over 50,000



แบบสอบถามสำหรับเก็บข้อมูลในงานวิจัย เรื่องอิทธิพลของการแสดงผลทัศนคติในวิดีโอยูทูป ต่อการตั้งใจดาวน์โหลดแอปหาคู่

แบบสำรวจแบบสอบถามทั้งหมดจะใช้เวลาประมาณ 10 นาที ไม่มีคำตอบใดเป็น
คำตอบที่ถูกหรือผิด ดังนั้นขอให้คุณกรอกข้อมูลที่ตามความรู้สึกของคุณ

แอปหาคู่" ที่กล่าวถึงในงานวิจัยนี้ หมายถึง แอปหาคู่ 6 แอป นี้ เท่านั้น:
Tinder, Facebook dating, Tantan, Litmatch, Bumble, Blued

ตอนที่ 1

คำถามคัดกรอง

โปรดระบคำถามที่ตรงกับคุณมากที่สุด

1. คุณเคยเห็นการแสดงผลแอปหาคู่ในระหว่างวิดีโอยูทูป หรือไม่?

- เคย
- ไม่เคย (จบแบบสอบถาม)

ตัวอย่าง:



โปรดกดตัวเลข 1 – 5 ที่ตามความรู้สึกของคุณ โดย 1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง และ 5 หมายถึงเห็นด้วยอย่างยิ่ง

ตอนที่ 2

ส่วนที่ 2 (การแสดงแอฟหาคูแบบให้สปอนเซอร์)

คำถาม: คุณคิดว่าการแสดงแอฟหาคูแบบให้สปอนเซอร์เป็นอย่างไร

ลำดับ	คำกล่าว	ระดับความคิดเห็น ต่อคำกล่าว				
1	ให้ข้อมูลที่ჭองต้องการ	1	2	3	4	5
2	เป็นแหล่งข้อมูลผลิตภณก์/บริการที่ดี	1	2	3	4	5
3	ให้ข้อมูลที่เป็นประโยชน์เกี่ยวข้อง	1	2	3	4	5
4	ให้ข้อมูลที่ทันสมัย	1	2	3	4	5

ส่วนที่3 ความน่าเชื่อถือของผู้นำความคิดที่การแสดงแอฟหาคูในวิดีโอยูทูป

คำถาม : คุณคิดว่าผู้นำความคิดที่การแสดงแอฟหาคูในวิดีโอยูทูปเป็นอย่างไร

ลำดับ	คำกล่าว	ระดับความคิดเห็น ต่อคำกล่าว				
1	เชื่อถือได้	1	2	3	4	5
2	ซื่อสัตย์	1	2	3	4	5
3	น่าไว้วางใจได้	1	2	3	4	5
4	จริงใจ	1	2	3	4	5
5	น่าเชื่อถือ	1	2	3	4	5

ส่วนที่ 4 ความน่าเชื่อถือของแอฟหาคู

คำถาม : คุณคิดว่าแอฟหาคูเป็นอย่างไร

ลำดับ	คำกล่าว	ระดับความคิดเห็นต่อคำกล่าว				
1	น่าเชื่อถือ	1	2	3	4	5
2	ไม่มีความเสี่ยง	1	2	3	4	5
3	น่าไว้วางใจ	1	2	3	4	5

4	เป็นแหล่งข้อมูลที่นำเชื่อถือการหาเพื่อน	1	2	3	4	5
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ส่วนที่ 5 ความสามารถของแอปหาคู่ในการปรับไปตามแต่ละบุคคล

คำถาม : คุณคิดว่าแอปหาคู่เป็นอย่างไร

ลำดับ	คำกล่าว	ระดับความคิดเห็นต่อคำกล่าว				
1	ฉันรู้สึกว่แอปหาคู่แสดงเนื้อหาที่เฉพาะตัวของฉัน	1	2	3	4	5
2	ฉันรู้สึกว่แอปหาคู่เกี่ยวข้องกับชีวิตของฉัน	1	2	3	4	5
3	ฉันรู้สึกว่แอปหาคู่เกี่ยวข้องกับความต้องการของฉัน	1	2	3	4	5
4	ฉันรู้สึกว่แอปหาคู่มีการปรับตามความต้องการของฉัน	1	2	3	4	5

ส่วนที่ 6 ทัศนคติต่อแอปหาคู่

คำถาม ทัศนคติต่อแอปหาคู่ของคุณเป็นอย่างไร

ลำดับ	คำกล่าว	ระดับความคิดเห็นต่อคำกล่าว				
1	โดยรวมแล้วฉันรู้สึกชอบแอปหาคู่	1	2	3	4	5
2	แอปหาคู่มอบประสบการณ์ที่ดีสำหรับฉัน	1	2	3	4	5
3	ฉันมีทัศนคติที่ดีต่อแอปหาคู่	1	2	3	4	5
4	ฉันคิดว่าแอปหาคู่เป็นสิ่งที่ดี	1	2	3	4	5

ส่วนที่ 7 ความตั้งใจดาวน์โหลดแอปหาคู่

คำถาม หลังจากเห็นการแสดงแอปหาคู่ในวิดีโอยูทูบแล้ว คุณมีความตั้งใจที่จะดาวน์โหลดแอปหาคู่อย่างไร

ลำดับ	คำกล่าว	ระดับความคิดเห็นต่อคำกล่าว				
1	ฉันอาจจะดาวน์โหลดแอปหาคู่	1	2	3	4	5
2	ฉันตั้งใจจะดาวน์โหลดแอปหาคู่	1	2	3	4	5
3	เป็นไปได้ว่า ฉันจะลองดาวน์โหลดแอปหาคู่	1	2	3	4	5

4	ฉันไม่น่าจะดาวน์โหลดแอปหาคู่	1	2	3	4	5
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ส่วนที่ 8: ข้อมูลของผู้ตอบแบบสอบถาม

โปรดระบุข้อมูลที่ตรงกับคุณ

1. โปรดระบุ เพศของคุณ:

- ชาย
- เพศหญิง

2. โปรดระบุ อายุของคุณ: (หน่วยเป็น ปี)

- น้อยกว่า 18
- 18-25
- 26-35
- 36-45
- มากกว่า 45

3. คุณมีระดับการศึกษาสูงสุดที่คุณ ระดับใด?

- ต่ำกว่ามัธยมปลาย
- มัธยมปลาย
- ปริญญาตรี
- ปริญญาโท
- ปริญญาเอก

4. รายได้ต่อเดือนของคุณ เป็นเท่าไร (หน่วยเป็นบาท)

- 1-15000
- 15001-20000
- 20001-40000
- 40001-50000
- มากกว่า 50,000



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