

Research Article

PRODUCT PLACEMENT IN VIETNAM MUSIC VIDEOS ON CONSUMER BEHAVIOUR: THE CASE OF TIKI

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ABSTRACT

Aims: The study aims to investigate the relationship between the acceptance of brand placement within music videos, specifically focusing on Tiki, one of Vietnam's largest e-commerce platforms, and its impact on brand attitude, plot connection, celebrity endorsement, modality, and purchase intentions. **Place and Duration of Study:** Targeting the audience of the campaign "Tiki - A companion with Vietnamese Stars" **Methodology:** Surveys were randomly distributed among young customers aged 15-36 years' old, achieved 289 valid sample. Utilizing quantitative research which developed and tested four hypotheses **Results:** The findings demonstrate a significant correlation between product placement in Vietnamese music videos and consumer behavior, particularly highlighting the influence of plot connection, modality, and celebrity endorsement on brand attitude and purchase intentions. This underscores the importance of brand placement as a vital marketing tool for engaging younger consumers and shaping their purchase intentions. The study offers valuable insights for brand managers, emphasizing the significance of incorporating brand placement in music videos to impact marketing strategies and connect with the youthful demographic in Vietnam. **Conclusion:** The findings demonstrate a significant correlation between product placement in Vietnamese music videos and consumer behavior, particularly highlighting the influence of plot connection, modality, and celebrity endorsement on brand attitude and purchase intentions. This underscores the importance of brand placement as a vital marketing tool for engaging younger consumers and shaping their purchase intentions. The study offers valuable insights for brand managers, emphasizing the significance of incorporating brand placement in music videos to impact marketing strategies and connect with the youthful demographic in Vietnam.

Keywords: Product placement, plot connection, modality, celebrity endorsement, brand attitude, purchase intention, music video.

INTRODUCTION

Advertising has been a longstanding presence throughout history, permeating our daily lives with its ubiquitous presence. In response to growing audience frustration over traditional media saturation (Fennis and Bakker, 2001), marketers are compelled to devise innovative approaches to communicate brand messages effectively. Rather than resorting to intrusive tactics like interruptive commercials, brands are increasingly embracing product placement as a means of integration. The practice of product placement has flourished across various mediums such as movies, television, and games, with its roots extending into the music industry. The phenomenon of product placement within music videos and songs continues to expand in significance (Scheimer, Matthes, Wirth, & Textor, 2008), representing a mutually beneficial arrangement where artists rely on advertising revenue to sustain their careers and produce high-budget music videos.

Companies invested a huge amount of money to find a place in viewers and product placement is leading important (Sharma and Bumb, 2022). While existing research highlights the importance of product placement, most studies have focused on its use in films and movies, leaving a gap in research on product placement in music videos, particularly Vietnamese ones. Pinzaru, Savulescu, and Mitan (2013) suggested that product placement can serve as a "pull" advertising strategy, offering a cost-effective and consumer-oriented marketing approach. Omarjee and Chiliya (2014) demonstrated that

music videos effectively target Generation Y audiences, outlining a model that maps customer processing stages from exposure to placements to purchase intention. Delattre and Colovic (2009) proposed implementing product placement by integrating brand names into song lyrics.

However, no studies have addressed the acceptance of brand placement specifically in Viet Nam. Given the variances between countries, attitudes toward brand placement differ accordingly. This study aims to shed light on consumer behavior regarding brand placement in Viet Nam music video specially in case of e-commerce brand called Tiki. Apart from cultural distinctions, prior research suggests that individual differences may influence attitudes and behaviors toward brand placement effects (Balasubramanian, Karrh, and Patwardhan, 2006). This article delves into the effect of product placement in Viet Nam music video on consumer behavior, brand attitude, and purchase intentions. The research aims to answer this question: "How does the characteristics of product placement in Vietnamese music videos affect consumer behavior on the level of brand attitude and purchase intention?" In order to address the research question posed, the following objectives serve as benchmarks: Firstly, to assess how the attributes of product placement impact brand attitude. Secondly, to deepen comprehension regarding how product placement influences the formation of brand attitude and subsequently shapes purchase intentions. Lastly, to ascertain the effectiveness of product placement within music videos in terms of its ability to sway customers towards making final purchase decisions.

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LITERATURE REVIEW

Product Placement

Early research on brand placement offers insights into its marketing effectiveness. While relatively limited in the past two decades, research on brand placement has gained traction in marketing circles (Balasubramanian *et al.*, 2006). The significance of brand placement has grown with the evolution of traditional and digital media, as it plays a pivotal role in brand communication, crucial for successful brand establishment and profitability. Purchase intention and brand attitude of respondents both have increased after being exposed towards product placement (Lew and Tee, 2019).

A burgeoning body of product placement research has sought to understand its impact on brand awareness, attitudes, and purchase intent through consumer and practitioner surveys. Consumers often project their aspirations onto products featured in films, influencing attitudes and consumption norms. Product placement and TV commercials together have the greatest influence on brand recall and purchase intention, according to Gamage *et al.*, (2023).

Characteristics of Product Placement

According to Russell (2002), the initial dimension concerns the visual presentation of the brand on screen, which encompasses various levels determined by factors such as the frequency of brand appearances, the manner of product portrayal through camera shots, and similar aspects. The second dimension involves auditory or verbal elements, focusing on brand mentions within dialogues. While audio placements in music videos differ somewhat from those in movies and other forms of programming, they entail brand names being explicitly incorporated into song lyrics.

These second aspects are referred to as modality, indicating the method of placement. Research on product placement modality indicates that explicitly mentioning a brand in audio script without any visual representation leads to better brand recall compared to a subtle visual-only portrayal. However, adding audio enhancements to a prominent visual presentation does not necessarily ensure improved brand recall (Gupta and Lord, 1998). Celebrity endorsement greatly impacts product placement. "Superlative, unattainable beauty" celebrities are often chosen to influence consumers due to their aspirational appeal (Marshall, Na, and Deuskar, 2008). While some studies suggest that celebrity endorsements lead to increased brand choice and purchasing intent (Bower and Landreth, 2001).

Morton and Friedman (2002) suggested that product placement contributes to brand awareness, recall, and attitude formation. This study focuses on the relationship between product placement and brand attitude, which refers to consumers' affective reactions towards a brand. Brand attitudes, reflecting subjective opinions, can evolve over time and are influenced by various factors. This research specifically examines how product placement, as a form of communication, impacts brand attitude, excluding other factors like demographics. Evidence suggests that product placement can influence purchase intention, as seen Wayne's World viewers, where items featured in the film showed a 16 percent increase in purchasing intention compared to respondents' favorite brands.

While prior studies have explored the effects of product placement on various variables like brand recall, acceptability, choice, and loyalty, this study stands as the sole investigation into the effects of product placement in Vietnamese music videos on consumer behavior. As such, certain factors will be excluded from consideration for future

research. Product placement is has a significant impact on communicating a brand (Neale and Corkindale, 2022; Parengkuan, Tulung, and Arie, 2020). The conceptual model presented below illustrates the hypotheses developed in this study and the connections between the different constructs to be investigated:

The author proposes these hypotheses as shown below:

H1: Plot connection has a positive influence on Brand attitude

H2: Celebrity endorsement in the music videos have a positive influence on Brand attitude

H3: Placement used through audiovisual modalities have a positive influence on Brand attitude

H4: Brand attitude generated by product placements in music videos has a positive influence on consumer purchase intention

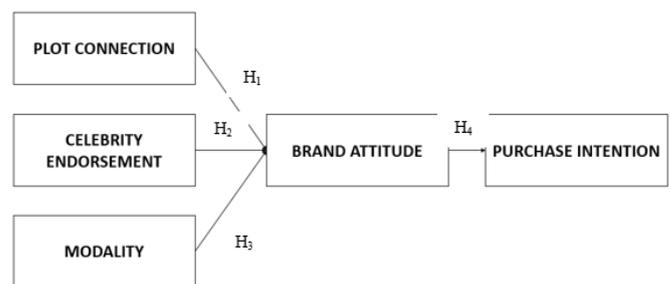


Fig. 1. Research Model

2.3 Product placement in Viet Nam music videos

Music serves as a unifying force, transcending borders and etching memories. With digital advancements, brands are increasingly leveraging music videos for product placement, a trend particularly notable in Vietnam, one of YouTube's top five global markets. Vietnamese artists, facing financial challenges in producing music videos, often turn to product placement as a lucrative income source. Despite past issues of excessive and irrelevant placements, recent years have seen improvements, with some placements even rescuing struggling businesses. For instance, Son Tung M-TP's endorsement of Biti's Hunter shoes in the song "Lac Troi" revived interest in the brand, leading to a significant sales boost within a week.

RESEARCH METHODOLOGY

In this research, the author uses quantitative research. A diverse sample of individuals aged 15 and above, familiar with Tiki and its marketing campaigns in Hanoi and Ho Chi Minh City, was selected using maximum variation sampling. The quantitative phase aims to investigate whether brand attitude, shaped by product placement in Vietnamese music videos, correlates with increased purchase intention. The research, conducted in Hanoi and Ho Chi Minh City, targets individual customers aware of product placement in Vietnamese music videos. To ensure respondents' awareness, a video link showcasing product placement scenes preceded the questionnaire. The data gathering procedure involved designing and revising the survey questionnaire for reliability and efficiency. Utilizing Google Forms, the questionnaire was distributed to respondents with detailed instructions. Despite a minimum sample size suggestion of 100 participants, the study received over 300 responses within four weeks. After removing disqualified responses, 289 valid participants remained. The questionnaire comprises three sections: an introduction providing context, a segment with 20 items measuring constructs such as plot connection and purchase intention, and a

section for demographic details. Respondents rated their agreement using a 6-point Likert scale (from strongly disagree to strongly agree), chosen for its suitability in capturing perceptions, opinions, and behaviors pertinent to the research focus on respondent behaviors.

Table 1. Items used in the questionnaire

| Construct | Code | Items | References |
|-----------------------------|------|--|---------------------------|
| Plot connection (PRO) | PRO1 | The appearance of Tiki is connected well with the MVs' plot | (Homer, 2009) |
| | PRO2 | Tiki plays an important role in the story of the MVs | (Russell, 2002) |
| | PRO3 | The appearance of Tiki in the MVs is ingenious | Self-constructed |
| | PRO4 | The use of Tiki brand makes the MVs more realistic | (Homer, 2009) |
| Celebrity endorsement (CEL) | CEL1 | I notice Tiki easily when seeing my favorite celebrities use Tiki in their MVs | (Morton & Friedman, 2002) |
| | CEL2 | I remember the scenes where my favourite celebrities use Tiki product and service | |
| | CEL3 | I like Tiki because it appears in the MVs of my favorite celebrities | Self-constructed |
| | CEL4 | I want to use Tiki because my favorite celebrities use Tiki | (Morton & Friedman, 2002) |
| Modality (MOD) | MOD1 | I recognize Tiki brand in the music videos because of the visual exposition of it | (Russell, 2002) |
| | MOD2 | I recognize Tiki brand in the music videos because of the audio exposition of it | Self-constructed |
| | MOD3 | Tiki's position on screen does not make me distract from the plot of the music videos. | (Russell, 2002) |
| | MOD4 | Tiki is well integrated in the music videos | |
| Brand attitude (ATT) | ATT1 | The appearance of Tiki in the MVs change my attitude towards it in a positive way | Self-constructed |
| | ATT2 | I'd like to see Tiki in an MV rather than other traditional advertising channels | (Morton & Friedman, 2002) |
| | ATT3 | I think Tiki is a creative brand | (Homer, 2009) |
| | ATT4 | I believe in the Tiki brand | |
| Purchase intention (PUR) | PUR1 | I want to try using Tiki after seeing the brand in the MVs | (Morton & Friedman, 2002) |
| | PUR2 | I searched for Tiki in the internet after seeing it in the MVs | |
| | PUR3 | I downloaded the Tiki app after seeing it in the MVs | Self-constructed |
| | PUR4 | I started using Tiki after seeing it in the MVs | (Morton & Friedman, 2002) |

The data collected from the questionnaire will then be analyzed using SPSS and Amos software. The analyzing process contains 2 steps: evaluation of measurement model and evaluation of the structural

model. From the statistics generated using the software, the author can evaluate the result of the correlation between the factors.

DATA ANALYSIS

Scale reliability assessment

Cronbach's alpha, developed by Cronbach (1951), assesses the reliability or internal consistency of a scale, indicating how well a test measures its intended construct. For the Plot Connection (PLO) scale, initial analysis yielded a reliability coefficient of 0.775, meeting the satisfactory threshold. However, variable PLO3 had a correlation below 0.3 with the total, necessitating its removal. After exclusion, the revised scale achieved a reliability of 0.854, indicating satisfactory consistency. All remaining variables correlated adequately with a sum above 0.3, confirming the reliability of the PLO scale.

Similarly, for the Modality (MOD) scale, the initial reliability coefficient was 0.734, meeting the satisfactory criterion. Upon removing variable MOD3 and reanalyzing, the revised scale attained a reliability of 0.829, meeting the threshold. All component variables correlated suitably with a sum above 0.3, affirming the reliability of the MOD scale. For the remaining factors, all scales demonstrated reliability with coefficients exceeding 0.6. Component variables within each scale exhibited correlations above 0.3, indicating satisfactory consistency and reliability.

Table 2. Results of scale reliability assessment

| Items | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| 1. Plot Connection. Cronbach's Alpha = 0.854 | | | | |
| PLO1 | 7.6886 | 7.903 | 0.779 | 0.745 |
| PLO2 | 7.2249 | 8.494 | 0.677 | 0.843 |
| PLO4 | 7.6955 | 8.463 | 0.725 | 0.797 |
| 2. Celebrity Endorsement. Cronbach's Alpha = 0.866 | | | | |
| CEL1 | 11.2734 | 13.755 | 0.715 | 0.829 |
| CEL2 | 11.3910 | 14.246 | 0.692 | 0.838 |
| CEL3 | 11.4187 | 13.585 | 0.714 | 0.829 |
| CEL4 | 11.4256 | 13.697 | 0.740 | 0.818 |
| 3. Modality. Cronbach's Alpha = 0.829 | | | | |
| MOD1 | 7.1869 | 7.771 | 0.724 | 0.726 |
| MOD2 | 7.2353 | 7.729 | 0.657 | 0.794 |
| MOD4 | 7.1142 | 8.032 | 0.681 | 0.769 |
| 4. Brand attitude. Cronbach's Alpha = 0.843 | | | | |
| ATT1 | 11.9031 | 15.331 | 0.725 | 0.780 |
| ATT2 | 11.6125 | 15.988 | 0.654 | 0.812 |
| ATT3 | 11.8478 | 15.685 | 0.651 | 0.813 |
| ATT4 | 11.8478 | 16.150 | 0.684 | 0.799 |
| 5. Purchase intention: Cronbach's Alpha = 0.873 | | | | |
| PUR1 | 10.6471 | 15.451 | 0.714 | 0.843 |
| PUR2 | 10.5433 | 15.298 | 0.704 | 0.847 |
| PUR3 | 10.3633 | 15.496 | 0.739 | 0.833 |
| PUR4 | 10.2803 | 15.411 | 0.755 | 0.827 |

Exploratory Factor Analysis Analysis

In this research topic, factor analysis will help to consider the possibility of reducing the number of 18 observed variables to some variables used to reflect specifically the impact of the factors. Factor analysis results are shown below:

Before conducting exploratory factor analysis, it's crucial to assess the data's suitability using KMO's test and Bartlett's test. Bartlett's Test evaluates the hypothesis that variables are uncorrelated in the

population, while the KMO coefficient assesses sample size adequacy for factor analysis. A significance value (Sig.) less than 0.05 and a KMO value between 0.5 and 1 signifies suitability for factor analysis.

Table 3. KMO Test

| KMO and Bartlett's Test | | |
|---|--------------------|----------|
| KMO Value (Kaiser-Meyer-Olkin of Sampling Adequacy) | | 0.785 |
| Bartlett's statistical quantities (Bartlett's Test of Sphericity) | Approx. Chi-Square | 2438.956 |
| | df | 153 |
| | Sig. | 0.000 |

The test results show that the value of KMO is 0.785 greater than 0.5 and Sig of Bartlett's Test is 0.000, less than 0.05, showing that these 18 observations are correlated with each other and completely consistent with factor analysis.

The chosen Promax rotation method minimizes large coefficients within factors, improving their explanatory power. Post-rotation, observations with factor loadings below 0.5 are excluded as they inadequately explain factors. In the initial exploratory factor analysis (EFA), 5 factors were found, collectively explaining 62.771% of data variance. Two criteria were applied for factor determination: Kaiser Criterion retains factors with Eigenvalues above 1, signifying significant variation.

Variance Explained Criterion ensures total variance exceeds 50%. Results show a total explained variance of 57.860%, surpassing the 50% threshold, with Eigenvalues validating the factor analysis method's suitability.

Table 4. EFA results for factor scale

| Observed Factors | Factor loading | | | | |
|-----------------------------------|----------------|--------|--------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 |
| PUR3 | 0.814 | | | | |
| PUR4 | 0.814 | | | | |
| PUR1 | 0.795 | | | | |
| PUR2 | 0.766 | | | | |
| CEL4 | | 0.818 | | | |
| CEL1 | | 0.782 | | | |
| CEL3 | | 0.782 | | | |
| CEL2 | | 0.764 | | | |
| ATT1 | | | 0.820 | | |
| ATT4 | | | 0.775 | | |
| ATT2 | | | 0.755 | | |
| ATT3 | | | 0.690 | | |
| PLO1 | | | | 0.900 | |
| PLO4 | | | | 0.802 | |
| PLO2 | | | | 0.746 | |
| MOD1 | | | | | 0.828 |
| MOD4 | | | | | 0.786 |
| MOD2 | | | | | 0.752 |
| Eigenvalues | 3.838 | 3.064 | 2.627 | 1.960 | 1.642 |
| Extracted variance (%) | 19.212 | 15.045 | 12.614 | 8.85 | 7.051 |
| Total variance extracted: 62.771% | | | | | |

After rotating the factors for the second time, the concentration of observations according to each factor is quite clear. Table of analytical results shows that there are all 18 observations creating 5 factors, eligible for the next analysis.

Confirmation factor analysis CFA

CFA confirmation factor analysis was performed with 18 observed variables. From the results of EFA analysis, there are 5 factors drawn with corresponding scale groups to form a measurement model of concepts and included in CFA analysis to consider the suitability of the model with research data. CFA analysis results are as follows:

- Check the compatibility of the model

Table 5. Indicators evaluating the compatibility of the model with research data

| Indicators | Value |
|------------|-------|
| CMIN/DF | 1.275 |
| GFI | 0.943 |
| TLI | 0.982 |
| CFI | 0.985 |
| RMSEA | 0.031 |

Based on the above table we can see, CMIN / DF = 1.275 (<2), TLI, CFI, GFI greater than 0.9, RMSEA = 0.031 (<0.08) are all suitable. Therefore, the model is consistent or compatible with the research data. In addition, a number of issues of scale reliability, convergent and discriminant validity should be considered.

- Evaluate the reliability of the scale

The reliability of the scale is evaluated through 3 indicators: Composite reliability (CR), Average variance extracted (AVE) and Cronbach's Alpha coefficient, as analyzed in the above section.

Table 6. Composite reliability and average variance extracted

| Factors | Composite reliability | Average variance extracted |
|---------------------------|-----------------------|----------------------------|
| Purchase Intention-PUR | 0.874 | 0.634 |
| Celebrity Endorsement-CEL | 0.866 | 0.617 |
| Attitude-ATT | 0.844 | 0.577 |
| Plot Connection-PLO | 0.858 | 0.669 |

Reliability of the scale is determined by composite reliability (CR) exceeding 0.7 and average variance extracted (AVE) surpassing 0.5 (Nunnally, 1978). Analysis indicates that most CR values ranging from 0.844 to 0.874 exceed 0.7, and AVE values are ranging from 0.577 to 0.669, all above 0.5, indicating satisfactory reliability.

Regarding convergent validity, scales are deemed valid when standardized loading estimates exceed 0.7 and are statistically significant (Anderson & Gerbing, 1988). Additionally, convergent validity is confirmed if the sum of AVE values for each factor exceeds 0.5 (Fornell & Larcker, 1981). Results demonstrate that all loading estimates and AVE values meet or exceed 0.5, confirming convergent validity of the factors.

Table 7. Standardized and non-standardized loading estimates

| The correlation between the factors | | Non-standardized loading estimates | Standardized loading estimates |
|-------------------------------------|--|------------------------------------|--------------------------------|
| PUR3 <--- PUR | | 1.000 | 0.807 |
| PUR4 <--- PUR | | 1.028 | 0.835 |
| PUR1 <--- PUR | | 0.984 | 0.774 |
| PUR2 <--- PUR | | 1.000 | 0.767 |
| CEL4 <--- CEL | | 1.000 | 0.819 |

| | | | | |
|------|------|-----|-------|-------|
| CEL1 | <--- | CEL | 0.973 | 0.783 |
| CEL3 | <--- | CEL | 0.983 | 0.776 |
| CEL2 | <--- | CEL | 0.918 | 0.764 |
| ATT1 | <--- | ATT | 1.000 | 0.822 |
| ATT4 | <--- | ATT | 0.888 | 0.760 |
| ATT2 | <--- | ATT | 0.878 | 0.719 |
| ATT3 | <--- | ATT | 0.922 | 0.732 |
| PLO1 | <--- | PLO | 1.000 | 0.897 |
| PLO4 | <--- | PLO | 0.883 | 0.813 |
| PLO2 | <--- | PLO | 0.828 | 0.736 |
| MOD1 | <--- | MOD | 1.000 | 0.865 |
| MOD4 | <--- | MOD | 0.888 | 0.767 |
| MOD2 | <--- | MOD | 0.891 | 0.726 |

Therefore, the CFA model is generated as below

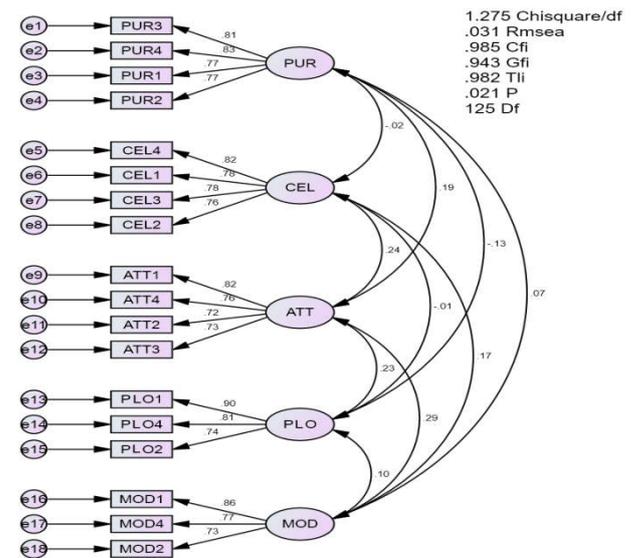


Fig. 2. CFA Model

- Discriminant validity:

Discriminant validity is assessed through the following criteria: (1) Evaluating whether the correlations between the factors differs with 1 or not and (2) Comparing the square root value of AVE with the correlations of one factor with the other. The correlations between pairs of factor is different from 1 at 95% confidence.

Table 8. Evaluating discriminant validity

| | | | Estimate | S.E | C.R | P |
|-----|------|-----|----------|-------|--------|-------|
| PUR | <--> | CEL | -0.032 | 0.059 | 17.492 | 0.000 |
| PUR | <--> | ATT | 0.292 | 0.056 | 12.541 | 0.000 |
| PUR | <--> | PLO | -0.222 | 0.058 | 21.232 | 0.000 |
| PUR | <--> | MOD | 0.112 | 0.059 | 15.139 | 0.000 |
| CEL | <--> | ATT | 0.365 | 0.055 | 11.555 | 0.000 |
| CEL | <--> | PLO | -0.016 | 0.059 | 17.214 | 0.000 |
| CEL | <--> | MOD | 0.260 | 0.057 | 12.983 | 0.000 |
| ATT | <--> | PLO | 0.411 | 0.054 | 10.945 | 0.000 |
| ATT | <--> | MOD | 0.490 | 0.051 | 9.911 | 0.000 |
| PLO | <--> | MOD | 0.189 | 0.058 | 13.991 | 0.000 |

Table 9. AVE of factors

| | PUR | CEL | ATT | PLO | MOD |
|--------------------|-------|-------|-------|-------|-------|
| AVE | 0.634 | 0.617 | 0.577 | 0.669 | 0.621 |
| AVE ^{1/2} | 0.796 | 0.785 | 0.760 | 0.818 | 0.788 |

Table 10. Correlation matrix

| | PUR | CEL | ATT | PLO | MOD |
|-----|--------|--------|-------|-------|-----|
| PUR | 1 | | | | |
| CEL | -0.023 | 1 | | | |
| ATT | 0.191 | 0.245 | 1 | | |
| PLO | -0.131 | -0.010 | 0.225 | 1 | |
| MOD | 0.071 | 0.170 | 0.290 | 0.101 | 1 |

By comparing the square root value of AVE in the table above with the correlations between the factors, it can be seen that the AVE of each factor is greater than the square of the correlations between that factor and the remaining factors.

Hence, from all the above results, the author can confirm that the factors or scales are of distinctive validity.

Structural equation modeling (SEM):

After CFA analysis, the study uses structural equation model to identify the influencing factors and the influence level of the factors. SEM analysis starts from the initial proposed research model, then proceeding to modify the model to get a better model.

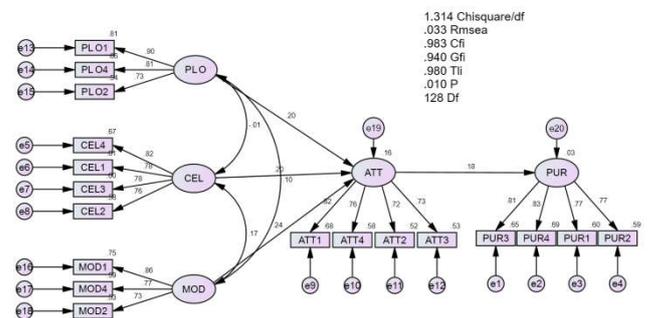


Fig. 3. Results of SEM analysis

With the results shown in the figure, the model is consistent with the research data because Chi square/df= 1.314 (< 2); TLI, CFI, GFI >0.9; RMSEA= 0,033(<0,08).

After considering the compatibility of the model, study will then evaluate the results of SEM analysis.

Table 11. Results of SEM analysis

| Correlation between factors | Estimate | S.E | C.R | P | Standardized |
|-----------------------------|----------|-------|-------|-------|--------------|
| ATT <--- PLO | 0.179 | 0.059 | 3.036 | 0.002 | 0.198 |
| ATT <--- CEL | 0.226 | 0.074 | 3.071 | 0.002 | 0.205 |
| ATT <--- MOD | 0.230 | 0.067 | 3.440 | 0.000 | 0.235 |
| PUR <--- ATT | 0.169 | 0.063 | 2.669 | 0.008 | 0.182 |

The analytical results show:

Factor PLO has a positive effect on the ATT factor with a standardized coefficient of 0.198. The CEL factor has a positive effect on the ATT factor with a standardized coefficient of 0.205. The MOD

factor has a positive effect on the ATT factor with the standardized coefficient of 0.235. The factor ATT has a positive influence on the PUR factor with a standardized coefficient of 0.182. Hypotheses H1, H2, H3, and H4 are accepted because they are statistically significant (p -value < 0.05).

After evaluating four hypotheses, the author has derived the following conclusions: The most significant correlation exists between Modality and Brand attitude. The incorporation of audio and visual product placement in music videos notably enhances consumers' favorable perception of Tiki. The hypothesis suggesting that Celebrity endorsement positively impacts Brand attitude is supported, indicating that viewers tend to favor Tiki when it appears in the music videos of their favorite celebrities and is actively used. Similarly, the hypothesis regarding plot connection is validated, indicating that strong associations between Tiki and the storyline in music videos lead to increased brand affinity among consumers. Lastly, the hypothesis indicating that Brand attitude influenced by product placements in music videos positively affects consumer purchase intention is confirmed. When consumers exhibit a positive attitude towards Tiki after exposure to product placement, they are more inclined to consider using Tiki in the future.

CONCLUSION

The impact of product placement in Vietnamese music videos on consumer behavior has been investigated by the author, focusing on three key characteristics of placements and their influence on brand attitude and subsequent purchase intention. The findings identified three distinct factors—The results indicate that all three characteristics as plot connection, celebrity endorsement, and modality exert a positive influence on consumers' brand attitudes, with modality demonstrating the strongest impact. Furthermore, brand attitude, influenced by these characteristics, positively affects purchase intention. Consequently, all hypotheses (H1, H2, H3, H4) are supported.

In conclusion, Vietnamese consumers exhibit a favorable disposition towards product placement in music videos, as it fosters brand affinity and a willingness to engage with the brand. Based on the analyzed data, the author suggests strategies for integrating brands and products into music videos. Before implementing product placement, marketers should conduct thorough research and exercise caution.

As indicated by the modality factor, besides directly featuring brands or products in music video scenes, marketers can explore alternative methods such as integrating brands into song lyrics or establishing promotional contracts with artists who organically incorporate brands into their content.

In other countries, product placements are common in rap songs and videos, with examples like Busta Rhymes's "Pass the Courvoisier." While such placements may initially stem from personal artist preferences, they can lead to formal partnerships if sales increase.

In Vietnam, rap music's popularity is on the rise, evident in shows like "Rap Viet" and "King of Rap Kids." Collaborations between artists and brands, such as Lang LD's partnership with Tiki for the song "Tay Ky Shipper," demonstrate effective brand integration.

When selecting celebrities for endorsements, marketers should consider the artist's usage of the product and their popularity. Son Tung MTP, for instance, boasts a massive social media following and has successfully boosted sales for brands like Bitis through music video placements. To ensure seamless integration into music video narratives, marketers must employ creative approaches that align with the plot, particularly in videos with simple or nonexistent

storylines. The author acknowledges several limitations in this research. Resource constraints led to a focus on Vietnamese consumers in Hanoi and Ho Chi Minh City, the country's largest urban centers, potentially limiting the generalizability of findings. Moreover, the sample predominantly comprises students and office workers, possibly excluding other consumer groups. Future studies should broaden the geographical scope and diversify the sample for more representative insights.

Furthermore, this study examines only brand attitude and purchase intention in consumer behavior due to time and resource constraints. Additionally, the characteristic of product placement, Prominence, was omitted due to inconsistent findings in previous research. Future investigations should encompass all factors to yield comprehensive results. Lastly, the COVID-19 pandemic and financial limitations necessitated the use of online channels for qualitative and quantitative data collection, potentially impacting the research methodology and participant responses.

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