

The Magic of Believing: False Memory Effect of Product Placement in Idol Dramas.

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Abstract

A promotional strategy of growing interest is the placement of branded products in Taiwan idol dramas. Since National Communication Commission formally opened commercial product placement in dramas in October 2012, there has been a number of successful cases of cooperation between dramas and companies. However, most of the previous studies focus on the effects of product placement on product identification, product attitudes, and purchase intention, and the effect mechanism is limited to the affective transfer. Researchers rarely discuss the issues related to product placement and consumer memory of product use experience.

False memories refer to the mistaken belief that an event that did not occur did occur. Imagery-evoking abilities of received messages and receiver emotion affect the formation of false memories. Extending the antecedents of false memories to the contexts of idol dramas, this research examines the effects of imagery-evoking ability of placement forms and the valence of plot of the play which the product is placed in on the audience's product experience beliefs, product attitudes, attitude strength, and purchase intention. Additionally, the moderation of involvement in idol dramas and actor likeability on the formation of false memories as well as the relationship between evaluation timing and false memory effects are also explored.

Two experiments are conducted to explore the effects of these variables under different ways of product placement. The

	<p>experimental results reveal the following. (1) Product placement with high imagery-evoking ability is more likely to result in false memories and generate more positive product attitudes. (2) As time goes by, the false memory generates stronger attitude strength and more favorable product attitudes and purchase intention than does the real memory. (3) Idol-drama involvement can strengthen the effects of high imagery-evoking placement, makes its product attitude effects better than those of the real memory. (4) The positive-valenced plot, compared with the negative-valenced one, is more likely to lead to false memories. (5) The product message delivered by the audience's favorite characters can induce false memories and better products attitudes. (6) The false memory and product attitude effects generated by the high imagery-evoking placement only exist under the condition of the positive-valenced plot and the audience's favorite characters. This research contributes to the more understanding of false memories in product placement and provides related practical suggestions.</p>
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