This interpretive study explores the role of social context on attitudes towards product placement in children’s films. Our findings reveal that children are influenced through product placement by discussing brands placed within films, as well as being enticed to eat the products that are placed within movies.

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01-A: Interferences in Competitive Sponsorship Clutter: The Influence of Congruence and Articulation on Attitude

Benjamin Boeuf, HEC Montreal, Canada
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This study examines the effects of congruence on attitude in a competitive sponsorship clutter. In an incongruent sponsor-event setting, competitive sponsors’ presence should have a positive effect on brand and sponsorship attitude. The moderating role of activation as a strategy to reduce communication interferences is also investigated.

01-B: The Role of Social Context on Attitudes Towards Product Placement in Children’s Films

Pepukayi Chitakunye, University of KwaZulu-Natal, South Africa
Nikoletta Siamagka, University of Reading, UK
Amandeep Takhar, University of Bedfordshire, UK
Evelyn Derera, University of KwaZulu-Natal, South Africa
Francesca Evans, UK

This interpretive study explores the role of social context on attitudes towards product placement in children’s films. Our findings reveal that children are influenced through product placement by discussing brands placed within films, as well as being enticed to eat the products that are placed within movies.

01-C: The Role of Emotional Intelligence as a Moderator of the Effectiveness of Advertising Disclaimers on Digitally Enhanced Images

Paula Peter, San Diego State University, USA
Steven Shyne, San Diego State University, USA
Anjala Krishen, University of Nevada Las Vegas, USA

Are advertising disclaimers on digitally enhanced images effective in reducing body dissatisfaction? What is the role of Emotional Intelligence (EI)? With an empirical study we show EI as an important moderator of the effectiveness of advertising disclaimers on body dissatisfaction considering both males and females.

01-D: This Ad is Funny, But Will I Share It?

Yeuseung Kim, DePaul University, USA
Hye Jin Yoon, Southern Methodist University, USA

Encouraging consumers to share ads with others has become one of the important goals for advertisers. This exploratory study takes a psychological approach to show why one ad might be shared over another especially in the case when attitudes toward the ads are similar.

01-E: Does a Parent’s Social Economic Status Affect the Effects of Television Advertising Directed to Children? Findings from Field Experiments of Kindergarten Samples in South Korea

Seung (Seung-Chul) Yoo, Loyola University Chicago, USA
Eunji Cho, University of Wisconsin - Madison, USA

This research investigates the effects of a parent’s socio economic status (SES) on children’s responses to television advertising by comparing the children of low SES and high SES families in a kindergarten setting in terms of attitudinal and behavioral reactions to TV advertising.