

This is just Fun and Entertainment! The Effects of Product Placements in Narrative Media Content on Children's Persuasion Knowledge and Affective Responses

Ines Spielvogel*, Jörg Matthes, and Alice Binder

Department of Communication, University of Vienna, Vienna, Austria

* Ines Spielvogel, Advertising and Media Psychology Research Group, Department of Communication, University of Vienna, Währingerstraße 29, 1090 Vienna, Austria,
Mail: ines.spielvogel@univie.ac.at

Disclosure statement: No potential conflict of interest was reported by the authors.

Biographical notes:

Ines Spielvogel (PhD, University of Vienna) is a postdoctoral researcher at the University of Vienna, Vienna, Austria. Her research interests include persuasive and strategic communication, advertising (especially food placement) effects on children, advertising disclosures, and advertising literacy.

Jörg Matthes (PhD, University of Zurich) is full professor of advertising research at the University of Vienna, Vienna, Austria. His research focuses on digital media effects, advertising and consumer research, sustainability communication, children & media, terrorism and populism as well as empirical methods.

Alice Binder (PhD, University of Vienna) is a senior researcher at the University of Vienna, Vienna, Austria. Her research interests include persuasive communication, health communication, food placement effects on children, and effects of (political) targeted advertising.

This is just Fun and Entertainment! The Effects of Product Placements in Narrative Media Content on Children's Persuasion Knowledge and Affective Responses

Through the integration of brands into narrative media content, advertisers not only discourage children from the required mode of elaborate processing but also elicit affective responses. Drawing on theories of cognitive processing and persuasion knowledge (PK), the present study examines how exposure to product placements influences children's level of conceptual PK and their affective responses, considering PAD dimensions of emotion and brand evaluation. Additionally, it investigates the moderating effects of disclosures on these relationships. Conducted with 234 children aged 6 to 11, the experiment employed a 2x2 between-subjects design. Results reveal a complex interplay: exposure to placements decreases conceptual PK while increasing levels of pleasure. However, disclosure exposure can repress children's higher levels of pleasure. Moreover, lower levels of conceptual PK correlate with higher brand evaluation and arousal. These findings underline the need of further research into disclosure and affective resistance strategies tailored to the needs of the young audience.

Keywords: children, product placements, disclosures, persuasion knowledge, affective responses, pleasure, arousal, brand evaluation