

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

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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