

Title	認知・感情・購買意図に基づく中国アニメーションにおける プロダクト・プレースメントの影響要因に関する研究
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Abstract

In recent years, Chinese animation has developed rapidly. Only in 2021, the box office of Chinese animated films exceeded 5 billion yuan, and the number of broadcasts of anime exceeded 1 billion. Such a huge market has attracted many brands to use animation as a hot platform for promotion, showcasing their products and brands, and benefiting from this marketing strategy. Animation also actively responds to brand cooperation and receives the early investment in production through product placement. However, this seemingly “win-win” situation still has some problems. Such as how to measure the product placement effect in animation, what kind of brand is suitable for implanting in animation, and what are the differences in product placement effect of different media type?

Although the relevant theoretical research on product placement has focused on traditional media such as movies and TV programs, as well as new media such as YouTube and Facebook, the number of research on animation is limited. Among the limited researches on product placement in animation, all of which choose children as the research object. However, it ignores the real consumer group of animation, the pan-secondary group, which has huge consumption power and spans multiple age groups. Therefore, this study focuses on the product placement effect in animation on pan-secondary group.

For literature research part of this study, firstly, based on communication persuasion theory, the two-step flow communication theory, AIDMA theory, and Lavidge and Steiner six-step theory, the three main parts of the product placement effect in animation were determined, which were cognition, attitude, and purchase/use intention. Secondly, the influence factors were identified, including brand awareness (high-profile brands and low-profile brands) and animation type (animated film and anime).

For the experimental research part, the research was carried out through questionnaire survey which was designed using 5-point Likert scale, in order to investigate the cognition, attitude and purchase/use intention of the pan-secondary group towards the implanted brand in animations. And animated films with high box office and anime with most platform views in China were selected as stimuli. The entire experiment procedure was divided into five parts: 1) notifying the informed consent; 2) completing the basic information questionnaire; 3) completing the pre-test questionnaire; 4) watching the animation segments; and 5) completing the post-test questionnaire. A total of 230 valid questionnaires were collected in this experiment, and the data were analyzed by comparative research, correlation research and factor analysis.

The results show that, firstly, in terms of brand awareness, the effect of product placement for low-profile brands in animations is better than that of high-profile brands. Through the implantation of low-profile brands in animations, the

audience can deepen their understanding of the brand, improve their favorable impression for the brand, and promote their consumption desire. Secondly, in terms of animation type, the product placement effect of brands in anime is better than that in animated films. Thirdly, there exists a significant correlation between cognition, attitude, and purchase intention, among which attitude and purchase intention have a positive and strong correlation. Fourthly, a mathematical model predicting the product placement effect in animations on pan-secondary group was developed. And this mathematical model intuitively indicates that attitude is the most significant influencing factor.

Through considering the pan-secondary group as the research object, as well as combing with relevant examples, this study discusses the impact of different influencing factors on the product placement effect in animation, which expands the existing research range of product placement. Meanwhile, this study also provides practical guidance for animation producers and advertisers on how to implant brands into animations in a scientific and reasonable way, so as to recover capital investment and increase marketing revenue.

Keywords: *Chinese animation; Pan-secondary group; product placement; cognition; attitude; purchase intention*