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A Comparative Study between The impact of both Product Placement and Brand Integration Strategies on Brand Positioning in the Streaming Services: Testing a Moderating Role of branded content and customers' attitude

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Abstract:

Purpose – Product placement and brand integration strategies have attracted the attention of markets and marking scholars alike. By 2024, prepaid product placement and brand integration along with several other forms of entertainments media, such as native advertising and consumer events will generate a total expenditure of US$128 billion worldwide (PQ Media, 2023). Currently, product placement has been recognized by brand managers as a cost effective and precise means of targeting particular section, un assertive audience (Guo et al., 2019 and Avramova et al., 2021). This paper purpose is to clarify the difference between the effect of both product placement strategy and brand integration strategy on brand positioning in the Egyptian streaming services. Additionally, investigating the moderating role of branded content and customers 'attitude to develop a practical-driven conceptual model in Egyptian media market.

Design/methodology/approach – an online survey was conducted with a structured questionnaire among 623 Egyptians who use streaming services. Additionally, depending on previous studies the questionnaire contained ten questions for the first independent variable (product placement strategy) and five questions for the second independent variable (brand integration strategy). The questionnaire also included eleven questions for the moderated variables (branded content and customers' attitude) and five questions for the dependent variable (brand positioning), in addition to a set of demographic questions. The collected data were analysed using partial least squares– structural equation modelling with Smart PLS to test the hypotheses derived.

Findings – Results indicate that both product placements and brand integration strategies have statistically significant positive direct effect on brand positioning. Positive statistically significant difference was found between the effects of product placements and brand integrations strategies. It is worth noting that product placement strategy has more effect on brand positioning in streaming services compared to brand integration strategy since the estimated difference coefficient was positive. Moreover, branded content and customers' attitude have a moderating role but the moderator variable customers' attitude weakened the positive relationship between product placement to brand positioning, and from brand integration to brand positioning on the other hand the moderator variable brand content

strengths the positive relationship between product placement to brand positioning, and from brand integration to brand positioning.

Originality/value – This is the first venture in integrating streams research on product placements and brand integration strategies and comparing both the effect on brand positioning. Additionally, this study fills up the gap in the existing article by detecting the moderating role of branded content and customers' attitude especially in Egyptian streaming services.

Keywords – Product placement, Brand Integration, Brand Positioning, Branded Content, Customers' Attitude, Egyptian Streaming Services

Paper type – Research paper

1- Introduction:

The global video streaming market is currently one of the most frequently discussed media markets. The market growth is attributed to the increasing acceptance of digital media. By 2022, social media uses will surpass 4.5 billion user and 55% of world's population. Video streaming is the uninterrupted transmission of video files from a server to a client. Thanks to video streaming, users can watch videos online without downloading them. Movies, television shows, YouTube videos, and livestreaming content are examples of streaming video content. Additionally, increasing number of individuals with having video subscription is expected to navigate the market growth (Wongkitrungrueng and Assarut, 2020). Over 80% of households suscribe at least to one video streaming service (Gistri and Corciolani, 2020; Boerman et al., 2021). Additionally, as per the World Bank, the total Video Streaming segment is expected to continue growing, reaching 1.636 billion users by 2027. So that revenue is predicted to exhibit an annual growth rate of 7.81% (CAGR 2022-2027), foreseeing a market size of US$452.30m by 2027 (Kang et al., 2021).

The practice of product placement which incorporates branding into editorial content, has grown in popularity over the past two decades (Guo et al., 2019; Avramova et al., 2021). Brand placements can be detected not only in movies and TV shows also in popular music (Craig et al., 2017), music videos (Davtyan et al., 2020), video games (Martí-Parreño et al.,2017), YouTube videos and Streaming Services (Schwemmer and Ziewiecki, 2018) and even in novels (Avramova et al., 2017). However, empirical research on product placement in the Egyptian market is lacking. Emerging markets, where there is an increasing tendency to place products in media content, need a better understanding of this effectiveness of this practice. On the other hand, integrated brand marketing involves integrating brand-particular information into media contented that consumers' use for entertainment purposes (Wise et al., 2008). Not long ago, marketers adopt a way which has a great impact on users through streaming services with new and innovative applications of brand integration. World product placement and brand integration revenues raised for the tenth successive year in 2019, with a total value of 14.5% to $20.57bn (Quinn, 2020).

Brand positioning is considering to be the most delicate factor that takes a brand to heaven or nowhere. Consumers are different, think differently, have dissimilar perceptions and opposing values and marketers go to great lengths to cater to their brands. From the marketing perspective, brand positioning represents an extension on how marketers try to create numbers in the minds of their products target consumers (Larsen, 2018). A successful brand positioning strategy manager any marketing strategy by throwing the light on what the brand is all about (Gaustad et al., 2018). Brand managers use branded content to create a unique position in consumers' mind especially in streaming services, which is one of the most universal branding methods. It refers to a strategic marketing initiative based on non-promotional contented produced or co-produced by a brand in formats focusing on entertainment, information and/or utility, the purpose of which to communicate about the brand enhance individually and value. Connect with an audience is important enough to spontaneously devote their time and attention (IAB Spain,2019; Scopen, 2020).

Brands promote ad-hoc developed content (as opposed to brand placement) to integrate corporate value for entertainment, informational or educational purposes, with the intent of integrating company values and providing audiences with a memorable and meaningful experience (Sanz-Marcos and Micaletto Belda, 2019; Castello-Martınez and Del Pino-Romero, 2019; Sanchez-Olmos, 2020; Waqas et al., 2021). And so forth, brands can improve their market position as experts in their particular field. Moreover, consumer behaviour is a complicated entity shaped by cultural, social, personal and emotional variables. One of these attitudes is acquired as a psychological consideration through learning, behaviour and shopping (Kotler and Armstrong, 2016). Attitudes are people's positive or negative reactions to an individual, thing, advertising, branded content or phenomenon. Consumers' attitudes toward a product, brand or company are their general apprasial of it and an essential structure of behaviour (Okumus, 2018) and substantial structure of behaviour (Ertz et al., 2016; Yeo et al., 2017). So that the current study investigates the moderating role of brand content and customers 'attitude in the relationship between independent variables and dependent variable.

2- Research questions:

Brand is nowadays one of the most important means to attract consumers. Therefore, the position of any brand is a superiority element of any marketing strategy of the enterprises. Through different sources of marketing communications, the consumers are effectively reached. Moreover, the key factor for any company's success is the use of a suitable marketing communication or advertising that can promote its brand. Egyptian Audience is opting for streaming services like Netflix, watch it and shahed. People are constantly in front of TV, laptops or smartphone screens to either watch a TV series or movies. The lack of ads actually improves the viewing experience even more (Mitter, 2018). This means more marketers must think past commercials and consider alternative ways to position their products and services.

Given that the researchers were familiar with earlier studies granted in the literature review, the scholarly aspects of the research questions were presented in the absence of an Egyptian study that measured relationships between the study's combined variables. Therefore, there is a significant research gap. <u>Accordingly, the problem of the study is in the following questions:</u>

1- What is the impact of both product placement strategy and brand integration strategy on brand positioning in the streaming services?

2- What the difference between the effect of both product placement strategy and brand integration strategy on brand positioning?

3- Is there a significant moderating effect of both branded content and customers' attitude on the relationship between product placement strategy on brand positioning?

4- Is there a significant moderating effect of both branded content and customers' attitude on the relationship between brand integration strategy on brand positioning?

3- Theoretical background:

3.1 Product Placement Strategy:

Product placement has been around for over a century to provide a personal way of communicating with commercial messages (Eagle and Dahl, 2018). Streaming services are widely recognized as the advanced media platform for product placement. Each medium can develop its own meaning that consumers adopt and respond to what is being conveyed (Gould and Gupta, 2006). Product placement stands between advertising and entertainment and is considered "hybrid advertisement" (De Jans et al., 2020). There are two main strategies for the product placement to be inserted in the media entertainment content (d'Astous and Seguin, 1999, Laban, Zeidler, Brussee, 2018) either through implicit product placement i.e. plays a passive role (not formally expressed) or through explicit product placement i.e. plays an active role (formally expressed) and better recalled by consumers. (Ferraro & Avery, 2000, Laban, Zeidler, Brussee, 2018)

Product placement is defined as the deliberate inclusion of a brand within a film, a fiction, etc. Advertising and sales promotions, etc. can be other communication tools used to disseminate brand awareness and characterize brand image, thus resulting in the development of brand positioning (Eagle and Dahl, 2018). Globally a good brand positioning can be well established by useful product placement to improve the brand equity (Margherita, 2001).

It was noticed by the marketers that the switching of channels during the commercial breaks can easily result in the decrease of effectiveness of the traditional advertisement because of the media proliferation and fragmentation (Akyol & Okan, 2014; Srivastava, 2015). Most of the world's advertising budget is spent on product placement (Meyer, Song, Ha, Lee, & Dawes, 2016). This is a strategy that marketers use to effectively filter through the information reaching the consumers. Audience recall for a certain commercial decrease

by (a) the increase of its number causing the decrease of value and impact of commercials for advertisers and (b) the cutting down of sound by the TV viewers or the switching of channels (Kiley, 2006, El Damanhoury K., 2015).

Because it's the most influential advertisement strategies used in the entertainment industry, in its uncomplicated form, product placement is when an advertiser, marketer, or company incorporate the product in a background of a scene or script to sell a certain product. (Patton, 2014). In accordance, product placement is considered nowadays as an additional element of the promotional mix (Al-Kadi, 2018).

The expanding reputation for product placements in media contented may be referred as well to aspects similar to advertising overload, ad-skipping, rising TV ad spend and skepticism of traditional advertising (Davtyan and Cunningham, 2017; Eagle and Dahl, 2018). An in-dept viewer will inevitably notice placed brands that serve a practical purpose. Attitudes toward product placement have received extensive consideration as an important factor in anticipating the strength of this method. Attitudes toward product placement address consumers' general perception of conventions. This includes regulatory, ethical considerations and the introduction of reality. This is evaluating the placement of products in specific media by perceiving the beliefs related with the practice (Nelson et al., 2004; Dias et al., 2016). We attempt to measure viewers' general perceptions of product placement in TV progamms. This helps professionals make decisions.

According to (Brennan, Dubas, Babin, 1999 and Margherita, 2001), there are three types of placements, where product is either shown (a) on a sign or in a scene; (b) or when the product is used for its real purpose (the use of sunglass product worn to protect against the UV sun) or for other purposes; (c) or when the product or brand is mentioned by the actors.

According to the agreements between parties the product may appear center-stage (greater visibility) or in the background of a scene (less visibility); it may be used one time or several times over; or it may simply be said, or even praised in comparison to other competitor products. The agreements terms are either very detailed indicating the specific scene where the product or brand appears, or in much more general ways with the simple identification of broad criteria for product placement. (Brennan, Dubas, Babin, 1999; Margherita, 2001)

The expanding Netflix is found since 2017 in over 190 countries (Radošinská, 2017). The ability of Netflix tactics to predict the consumers' preference was monitored by Hiller in 2017 for 2 years in the appearing and disappearing movies in Netflix and the reasons for titles to be profitable or not (Hiller, 2017). The popularity of digital streaming platforms, such as Netflix, is gradually growing causing the increase in economic interests in digital streaming platform being a new mean of licensed consuming content. This popular advertising strategy can easily integrate the commercials in media entertainment content and apply an up-to-date digital environment. When an analysis is made of product placement in Netflix and non-Netflix original shows, the result indicated that the use of product placement is more in

Netflix than other streaming services especially the drama shows more than the comedy ones because it is more explicit and visual.

The media entertainment consumption has changed together with the nature of commercials in visual mediums because of the different choices available video-on-demand and digital streaming platforms, thus decreasing the popularity of traditional advertising strategy (Ferraro & Avery, 2000; Gerber & Rick, 2010; Dias & Borges, 2017). Product placement is the subtle introduction of the product by non-commercial character to provide the product benefits to the unaware consumers (Park & Berger, 2010).

Streaming services have interchanged the act of the entertainment industry and made product placement more engaging to marketers. None the less, before allocating a specific portion of any marketing budget to the indicated advertising strategy marketers are obligated to understand the various factors that influence the effectiveness of product placements.

Product placement in TV shows (both fiction and nonfiction) is not something brand-new, but scientific research on the effectiveness of product placement in TV shows is limited. Further researchers granted that the efficancy of product placement in the condition of television programming has been rigorously studied (Krishen and Sirgy, 2016; Gabrielli et al., 2021). Much of the literature on product placement targets consumers' cognitive and emotional responses. Few studies direct consumers' behavioral feedback to product placement. Interpretating consumer behavior in specific contexts provide beneficial insights into the determinants of consumer choice and help design effectual strategies (Dhir et al., 2020; Talwar et al., 2020; Bhutto et al., 2021). Finally, the statistical results of the questionnaire show that 83% of streaming services viewers are interested in a product placement strategy because of its ability to attract attention without negatively affecting viewing entertainment content. This is consistent with the outcomes of former studies, such as**(Dias & Borges, 2017 and Radošinská, 2017; Dhir et al., 2020; Gabrielli et al., 2021).

3.2: Brand Integration Strategy:

Brand integration is a new form that integrates products into media content entertainment purposes (Kinard and Hartman, 2013, Jalan, 2020) where the product is woven into the story line wherein the main character depends on the product for a whole set of story advancement; example James Bond movies depending on Ericson phones or Winter Solider, etc. (Heisler, 2015, Jalan, 2020). A study by (Wise et al. 2008) explained the impact of brand integration (i.e. game product match and/or thematic relevance). However, studies on the effects of brand integration have identified both positive brand positioning (Okazaki and Yague 2012) and negative brand positioning (Gross 2010). In addition (Russell, 2002) defined brand integration as the process of steering branded products in the contented of mass media programs. (Russell ,1998) suggests three types of placements: visual, verbal and plot placement. A visual placement, or 'screen placement', simply integrates the brand into the background visually.

According to (Wilson and Till, 2011; Kamleitner and Jyote, 2013), it was found surprisingly there's an effective product placement because of the interaction between television or movie characters and products. Character-Product Interaction (CPI) is the physical interaction between the character and the product and was found to be more superior than other static placement of similar visual prominence and better recalled. Authors as (Wiles and Danielova, 2009, Patton, 2014) focused on the fact that when an important movie character endorsers a certain product by picking up, consuming or mentioning it, that product stock market becomes erratic. Media properties and brand integration should generate positive consumer responses such as increased brand awarness and positive impact communication, leading to preference for media content.

(Russell, 2007) composed the term 'advertainment' to reflect the progressively woven relationship between advertising and entertainment. He as well referred to an advertising technique that integrates brand communications into the contented of entertainment product through various entertainment mediums such as television, movie, radio, songs, music videos, plays and even novels. (Hudson and Hudson, 2006) define branded entertainment as an advanced term for a more modern and practical usage of product placement.

In short, several terms are used in the literary works to represent the method of branded entertainment or branded integration. In response to the terminology confusion, (Hudson and Hudson, 2006) for the proposes of their article they used the term branded integration in the merging of advertising into entertainment content, through which brands embedded into the storylines of a movie, TV program, or other entertainment channel media. This calls for designing that occurs between entertainment, media and brands. This is depicted graphically in Figure (1)
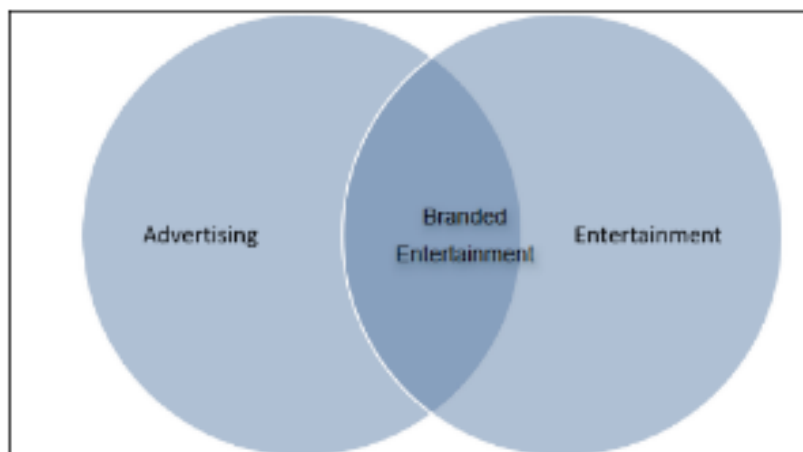

Figure 1: Branded integration elements
Source: (Hudson & Hudson ,2006)

Finally, using branded integration has certain advantages; it's not confusing because it's part of a conversation rather than being placed in it, as opposed to traditional advertising

(Koch & Andersen, 2009). Entertainment (movies, series, events, characters, ambassadors) appeal can be tailored specific consumers tastes and desires. (Tsai, Liang and Liu,2007) realized that higher brand awareness was associated with higher recall rate, positive attitudes and a stronger purchase intent as well as the statistical results of the questionnaire show that 63% of streaming services viewers said that using a branded integration strategy gives more realism, in addition to employing the product in an interesting way in the context of entertainment content events. This is consistent with the results of previous studies, such as (Jalan, 2020; Wilson and Till, 2011; Kamleitner and Jyote, 2013)

3.3: Customers' Attitude:

Access the customer characteristics can be easily detected where highly educated viewers not only response less to product placement in TV shows but can often be more irritated. The less educated viewers are more persuaded. So, the respond of some audience to product placement may be more positive than others according to their education, gender, gaming habits, experiences, attitudes toward advertising, towards the actor and other cultural differences where (McClung and Cleophat, 2008; Craig-Lees, Scott, and Wong, 2008; Te'eni-Harari, 2009; Eisend, 2009; Kureshi and Sood , 2010; Van Reijmersdal, Smit, and Neijens, 2010) found that the acceptance of product placement is general over different cultures for ethnically charged or controversial products but not for neutral products (McClung and Cleophat, 2008; Eisend, 2009).

Product placement and brand integration strategies are considered a positive mode of communication especially among young audience who generally prefer it over traditional advertising (Gupta & Gould, 1997; McKechnie & Zhou, 2003; Brennan, Rosenberger, & Hementera, 2004; as cited in de Gregorio & Sung, 2010). Being young, this section of consumers cannot yet decide their preference and be easily targeted by advertisers to raise their awareness and increase their brand consciousness to buy the product (Nelson & McLeod, 2005).

Authors as (O'Guinn and Shrum,1997) noticed that young age viewers have no loyalty to any specific brand and what they view on TV is assumed to be real including the brands used so they are easily targeted. Additionally, young viewers see product placement with a less critical eye than the traditional advertisement and so allowing product placement to be a part of their perception of the world (Stern & Russell, 2004; Cain, 2011; Tierean & Roman, 2015)

From several previous studies, advertising is more popular among women than men (Initiative Media and BBC World, 2002), but according to (Shavitt, Lowrey and Haefner,1998) and lately confirmed by (Singh and Vij, 2008), there is no significant difference. It was found that men favor buying brands from product placement seen in a movie more than women while (Bennett, Sagas and Dees, 2006) noticed that younger spectators are more open than older generations to buy brands from product placement in a movie.

Although (Zhou, Zhang and Vertinsky, 2002) have noticed that highly educated viewers are more favorable towards product placement than less educated ones, but unfortunately (Initiative Media and BBC World, 2002; Singh and Vij, 2008). Opposed such statement and

said that middle and lower social classes are the more favorable to such communication technique. Others as (Singh and Vij, 2008) suggested that there is no difference on the attitude towards brand placement according to education.

When people were generally informed that they were subjected to a brand placement, they were more acceptable of such brand than not (Campbell, Mohr and Verlegh, 2007) and even more, business students were found to be more favorable to brand placement on movies than highly educated people.

While (Shin and Kim, 2011) ensured that the third-person effect plays a role for young movie viewers. They presumed that further away they were from each other's social groups, the stronger, the third person effect, believing that college age students to be less vulnerable and more conscious than their peers. The product placement does not fade into background, but is clearly perceived by the younger target group.

Using the cultivation theory, authors as (O'Guinn and Shrum,1997) figure how TV affected socialization and concepts of wealth. They deduced that (a) associated with wealth, the increased television viewing will positively increase the prevalence of certain products, (b) the more educated people are, the less susceptible they will be to overestimations of wealth, (c) accurate estimations of wealth will only be deducted by the increased experience with products, (d) more wealthy people have more experience with advertised products. The less educated people with low income will be more affected by the television advertising than others, although all respondents use instructions from TV to build their beliefs about actual life.

With respect to age, (DeLorme and Reid's, 1999), in-depth interviews showed that older audiences can detect the manipulative placements of product much more than younger respondents indicating a great mistrust of product placement. (De Gregorio and Sung, 2010) found that education level was inversely related to attitudes, but no statistically significant difference was found by income level.

3.4: Branded Content:

Branded content means branded videos, audio, posts, images, contests, news and stories, brand purpose, brand reviews, branded online games, and branded virtual gifts and cards (Muntinga et al., 2011; De Vries et al., 2012). A key aspect of branded content in social media is that it is interactive, participatory and experiential unlike traditional media (television, radio, magazines and newspapers) (Ashley and Tuten, 2015).

Consumers can respond to branded content by reading, watching, liking, sharing, commenting and engaging with it (Schivinski et al., 2016). On average, 29% of the marketing budgets are used on generating branded content (CMI, 2017). In the US alone, businesses spend more than US$135billion annually on branded content production (Chadha, 2017). Nevertheless, marketers believe that branded content is not worth the investment because it does not attract audience (CMI, 2016; Heinonen, 2018). Such wasted branded content costs marketer's enormous amounts of over US$50billion annually (Brenner and Bedor, 2015). As

such, marketers need to find ways to increase the commitment potential of branded content on streaming services.

By controlling the content of the message, marketers can draw consumer attention to interactive cues embedded in native posts content and guide consumer action. Interactive clues are related to the concept of interactivity in communication theory. Interactivity here refers to anything that allows users to change or modify content in real time in an intermediary environment (Sundar and Limperos, 2013). Interactive alerts leverage the inherent interactivity of social media platforms by allowing users to interact with content and each other. A voting mechanism for marketers or request for feedback that creates a brand message includes cues such as the following emphasizes the interactive capabilities of SNS media for users (de Vries et al., 2012). It further outlines the positive behavioral responses desired by the marketers. Finally, the statistical results of the questionnaire show that 77% of streaming services viewers discussed the mutual impact of the entertainment content and the reputation of the product, with the need for companies to choose the content of the advertising message and media content so that it is in line with the values and ethics of society so that this does not negatively affect the reputation of the organization and its position in the market.

3.5 : Brand Positioning:

Brand positioning plays a key role in attracting attention and consumer loyalty. Proper positioning competes for consumers to purchase their particular brand's good or service. From a marketing perspective, brand positioning represents an extension of how marketers try to create numbers in the minds of their product's target consumers (Niu and Wang, 2016). A key task of any brand manager is to position brand which is considered as a challenge (Jewell and Saenger, 2014). Positioning is how a company wants its customers' mind to perceive, think and feel about its brand in comparison to its competitors (Davis, 2000). Positioning was defined by Davis, 2000 as the portion of the consumer mind that the brand owns and therefore makes brand valued by the consumer and can thus be differentiated from other competitive similar brands. The brand position of the awareness of the target group includes the functional and emotional level alike and most importantly needs to be valued.

The importance of positioning is emphasized by various authors (Diwan and Bodla, 2011; Boatswain, 2015) stating that positioning decisions determine the direction of a company's overall marketing strategy, and that an effective marketing mix created a clear positioning strategy. A wrong positioning decision can lead a company to deploy the wrong marketing mix and go in an undesirable direction.

Consumers form perceptions of a brand usually depends on a number of factors including communicated positioning, past experience, personal goals, personal values word of mouth, usage and comparisons with competing brands (Ries & Trout, 1986; Friedmann & Lessig, 1987; Ellson, 2004). Additionally, to explain product placement and brand integration, it is important to emphasize certain elements of brand definition. A brand, on the other hand, can be a simple identifying idea such as a name, logo, symbol, or trademark or a complex idea that includes many tangible and intangible components. A brand is an indication of quality, a

guarantee to the purchase, and the image that drives consumers to purchase the brand's products.

University brand researchers have been studying streaming services branding issues for the past few years and some issues have been resolved. Among these issues, positioning through product placement and brand integration is a crucial branding strategy that influence target consumers perceptions of brands' initiatives, and an important basis for brand differentiation from its competitors. The result of positioning is called image. From the definitions of the brand positioning, its dependence mainly is on the perception of the consumers. The brands functional and physical attributes in comparison to other brands are all in the consumers' mind and so the importance of the brand ability is to stay longer and keep an image there of the product (Sengupta, 2017). Finally, Companies can use streaming services to achieve the positive brand positioning through the use of product placement and brand integration strategies as it is compatible with the nature of the streaming services, which the customer chooses because it is free of commercial advertisements, taking into account the selection of appropriate artistic content that reflects the brand's attitudes and image and does not create a state of rejection from Egyptian viewers. Moreover, (Temporal, 2002) noted that positioning is essential to brand management because it takes into account the fundamental tangible aspects of the product and actually constructs the intangible in the form of images in people's minds.

4: Research hypotheses and conceptual model:

Consumers are showing a positive attitude toward convention as product placement and brand integration continue to emerge. When it comes to product placement and brand integration strategies in streaming services, both strategies can be expected to have similar effects on brand positioning. Based on the existing literature, we hypothesize that

H1: There is positive significant impact of product placement strategy on brand positioning in streaming services

H2: There is positive significant impact of brand integration strategy on brand positioning in streaming services

H3: Product placement strategy positively effects on brand positioning in streaming services moderated by the effect of branded content

H4: Product placement strategy positively effects on brand positioning in streaming services moderated by the effect of Customers' attitude

H5: Brand integration strategy positively effects on brand positioning in streaming services moderated by the effect of branded content

H6: Brand integration strategy positively effects on brand positioning in streaming services moderated by the effect of Customers' attitude

H7: There is a significant difference between the impact of both product placement strategy and brand integration strategy on brand positioning in streaming services
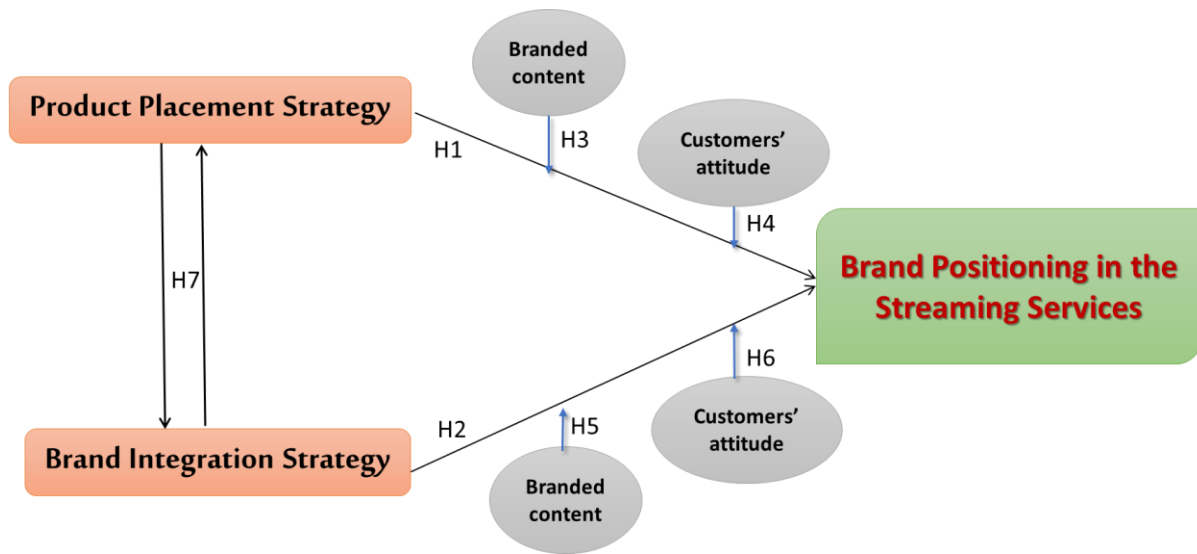
Figure 2: Conceptual Framework (Main Hypotheses)

5- Research Methodology

Current research is primarily based on an observational descriptive design. This includes searching librarians about previous researches to provide a theoretical basis for this proposed study, descriptive research strategies, and a field research framework for data collection using academic questionnaires.

Social sciences statistical software for for SEM-PLS modeling (SPSS V. 26) and (SmartPLS 3.2.7) were used to analyze the data collected in this work. The first section describes data preparation procedures. The second section examined the measurement models for instrument reliability and validity. The third section includes construction of some descriptive statistics and bivariate correlations. Lastly, in part four, a structural model was constructed to evaluate the hypotheses underlying this study.

5.1 Data Examination

The issue of missing data was inspected and constructed to be less than 5% missing for some indicators, so these missing data (Hair et al., 2017) are imputed using the EM algorithm method that provides the accurate estimates at all the missing data levels (Little and Rubin,

2019). No outliers were endowed in the dataset. Harman's single-factor test, widely used by researchers, can detect CMB. The percentage of variance determines whether the bias is present. Total variance of the factors is less than 50%, the most common method bias that has no effect on the results. The first component was found to explain only 29.966% of the total variation. Because values were below 50%, suggesting that CMB problems were not recognized (Podsakoff et al. 2003). Furthermore, the VIF values were below 3.3, supporting the absence of that condition (Kock, 2015).

Table 1: Normality investigation

	Product Placement	*Brand Integration*	*Customers' Attitude*	*Branded Content*	*Brand Positioning*
Skewness	-0.289	-0.249	-0.05	-0.432	-0.235
Kurtosis	-0.248	0.037	-0.505	-0.095	0.388

The normality test results in table (1) display that the Skewness and kurtosis values for all constructs were within the range of ±2, indicating that the variables were normally distributed (Trochim & Donnelly, 2006; Gravetter & Wallnau, 2014).
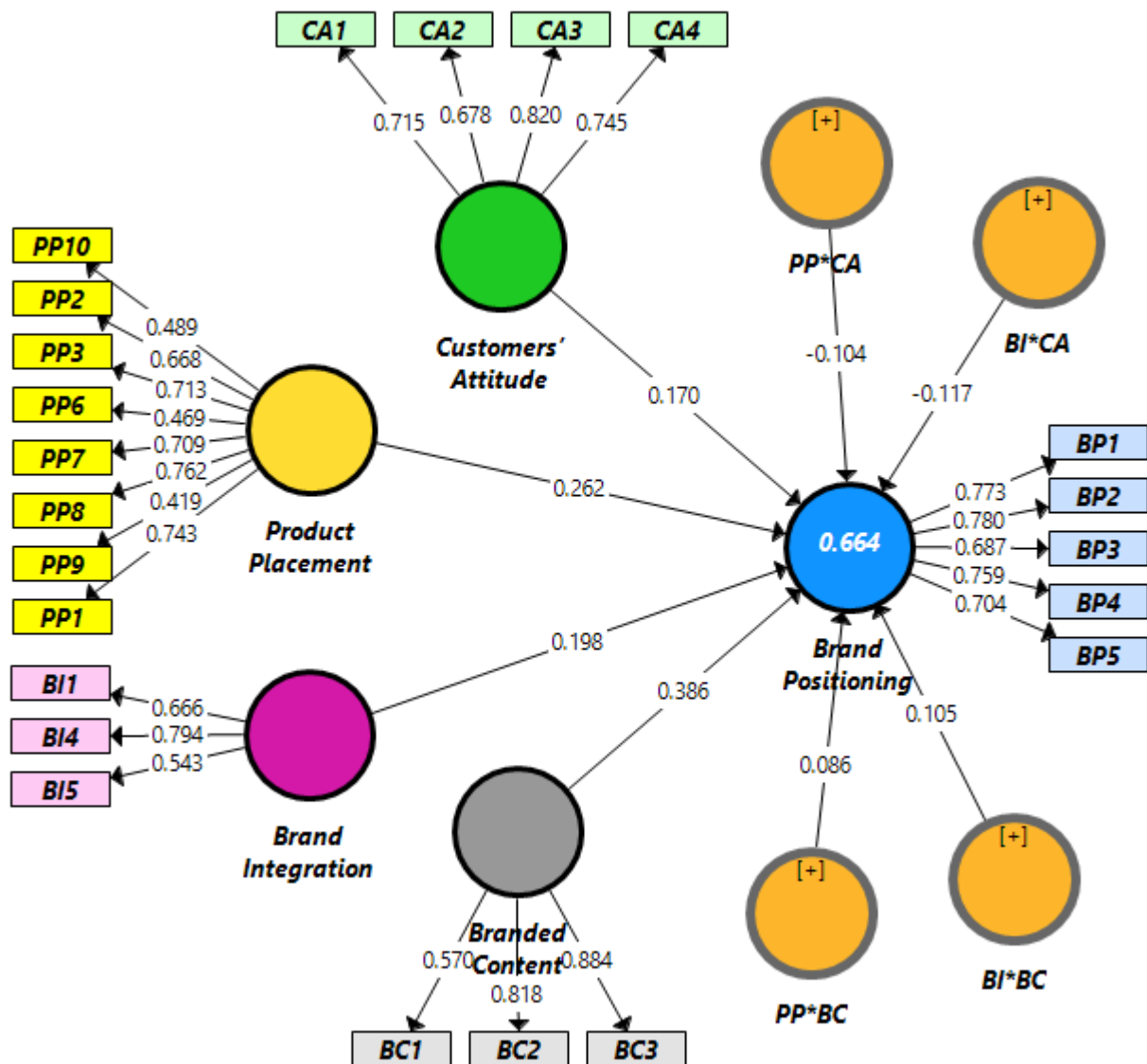
Figure 3: Measurement model assessment

5.2 Measurement model Assessment

Table (2) demonstrates the results of extracting internal reliability and convergent validity across item loadings, combined reliability (CR), and mean variance (AVE). Composite reliability evaluates internal consistency while considering the fact that each indication has a different outer loading. The recognized value of CR is greater than 0.7. (Hair et al., 2017). All of the CR values were more than 0.7. The AVE and item loadings are used to estimate the convergent validity of reflective measurement models. The recognized values of AVE are those above 0.5; despite, values greater than 0.4 are also allowable provided the values of CR are greater than 0.6. (Fornell and Larcker, 1981). With regard to item loadings, values greater

than 0.4 are considered sufficient. Following guidelines above, the reliability and validity of the selected constructs are demonstrated since the CR values were greater than 0.7 and the item loadings and AVE values were greater than 0.4.

Table 2: Reliability and validity analysis

	Product Placement	*Brand Integration*	*Customers' Attitude*	*Branded Content*	*Brand Positioning*
BC1				0.57	
BC2				0.818	
BC3				0.884	
BI1		0.666			
BI4		0.794			
BI5		0.543			
BP1					0.773
BP2					0.78
BP3					0.687
BP4					0.759
BP5					0.704
CA1			0.715		
CA2			0.678		
CA3			0.82		
CA4			0.745		
PP1	0.743				
PP2	0.668				
PP3	0.713				
PP6	0.469				
PP7	0.709				
PP8	0.762				
PP9	0.419				
PP10	0.489				
CR	0.838	0.711	0.829	0.809	0.859
AVE	0.403	0.456	0.55	0.592	0.55

The following items were removed due to low item loadings: BI2, BI3, PP4, PP5.

Discriminant validity investigates how much one construct varies from others. The Hetrotrait-Monotrait ratio is commonly used to determine discriminant validity (HTMT). HTMT is defined as "the ratio of between-trait correlations to within-trait correlations" (Hair et al., 2017). The HTMT value should be below one (Gaskin et al., 2018). The discriminant validity in table (3) was formed using these guidelines since all of the constructs had HTMT values less than the stated threshold.

Table 3: HTMT Values

	Brand Integration	*Brand Positioning*	*Branded Content*	*Customers' Attitude*
Brand Positioning (BP)	0.911			
Branded Content (BC)	0.692	0.935		
Customers' Attitude (CA)	0.734	0.764	0.756	
Product Placement (PP)	0.758	0.832	0.811	0.883

5.3 Descriptive Statistics and Multiple Correlations

Following the determination of the variables' concerning reliability and validity, we present some descriptive statistics and various correlations between the selected components. These include; Pearson correlation coefficient, mean (M), and standard deviation (SD) were calculated and reported in table (4). Pearson product-moment correlation coefficient was performed to determine the degree and direction of the relationship between the dependent and independent variables.

Table 4: Descriptive statistics and bivariate correlation

	PP	*BI*	*CA*	*BC*	*BP*
PP	1	.394***	.658***	.569***	.654***
BI		1	.331***	.349***	.503***
CA			1	.518***	.576***
BC				1	.667***
BP					1
Mean	3.671	3.018	3.537	3.658	3.373
SD	0.627	0.700	0.727	0.775	0.707

***P < 0.001

Table (4) shows the Pearson correlation coefficient matrix for variables in the study. The correlation analysis suggests that all of the relationships were statistically significant, since the correlation coefficients were marked with three stars (***), which means significant at 0.001, i.e., 99.9% confidence level. Moreover, the significant coefficients were ranged from moderate relationship (.331) to nearly strong relationship (.667).
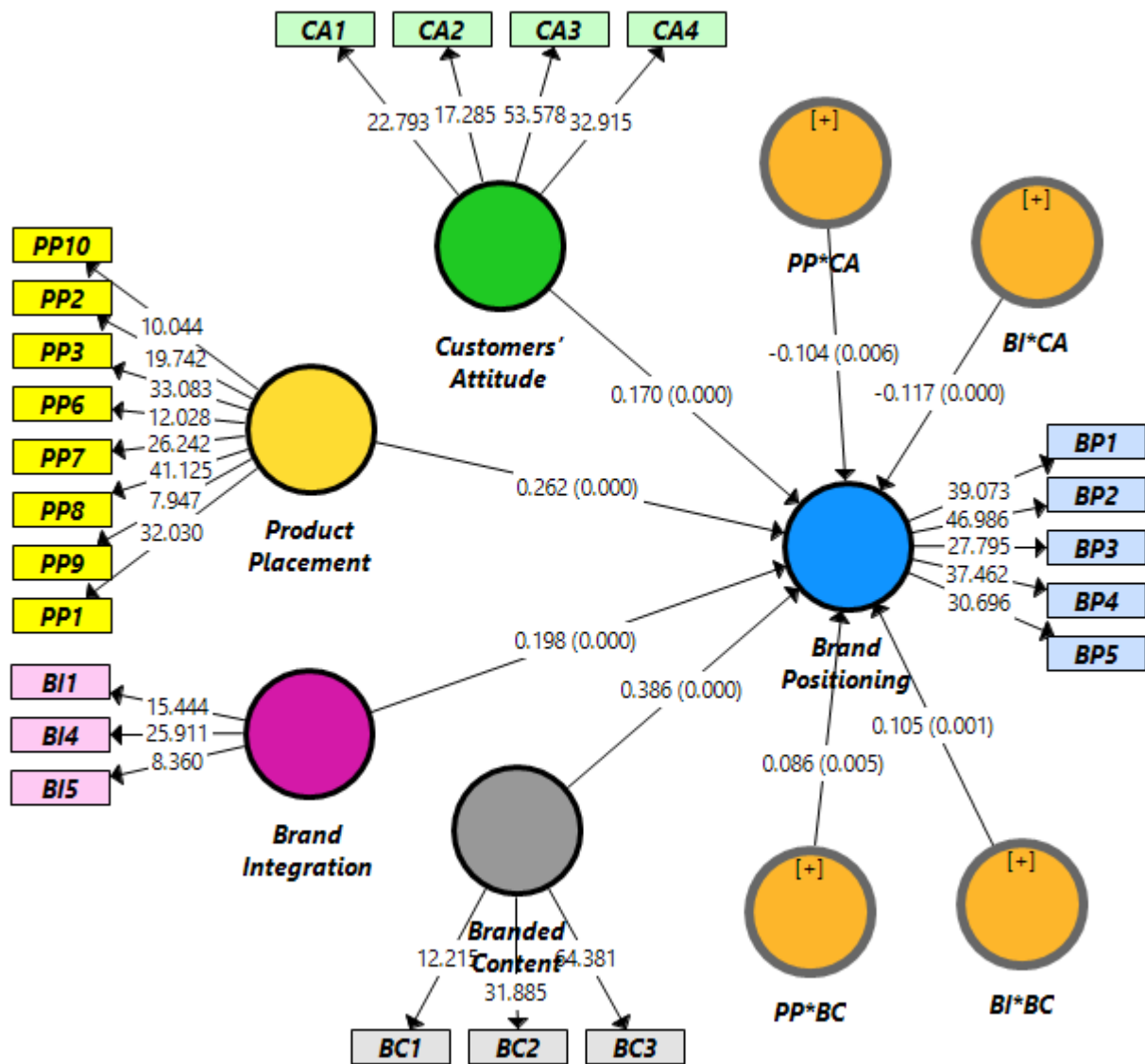
Figure 4: Structural model assessment

5.4 Hypothesis Testing

Figures (4) show the research model with the calculated path coefficients and p-values. The results of the first hypothesis in table (5) showed that; *Product Placement* has statistically significant positive direct effect on *Brand Positioning since* ($\beta = 0.262, t = 8.274, P < 0.001, 95\%$ CI for $\beta = [0.192, 0.318]$), so that the first hypothesis is accepted. The results also showed that; *Brand Integration* has statistically significant positive direct effect on *Brand Positioning since* ($\beta = 0.198, t = 6.504, P < 0.001, 95\%$ CI for $\beta = [0.138, 0.261]$), so that the second hypothesis is accepted.

Table 5: Hypothesis testing

Path	B	t-value	P-value	95% CL for B LL	95% CL for B UL	Remark
Direct Effect						
H1: *Product Placement -> Brand Positioning*	0.262	8.274	***	0.192	0.318	Supported
H2: *Brand Integration -> Brand Positioning*	0.198	6.504	***	0.138	0.261	Supported
Moderating Effect						
H3: *PP*BC -> Brand Positioning*	0.086	2.838	0.005	0.018	0.138	Supported
H4: *PP*CA -> Brand Positioning*	-0.104	2.764	0.006	-0.181	-0.026	Supported
H5: *BI*BC -> Brand Positioning*	0.105	3.332	***	0.048	0.169	Supported
H6: *BI*CA -> Brand Positioning*	-0.117	3.632	***	-0.183	-0.058	Supported
Difference Effect#ψ						
H7: *(Product Placement - Brand Integration)*	0.32	5.72	***	0.21	0.42	Supported

***$P < 0.001$; #Results were based on multiple regression using R software. $^{\Psi}$F-test= 32.745, $P < 0.001$.
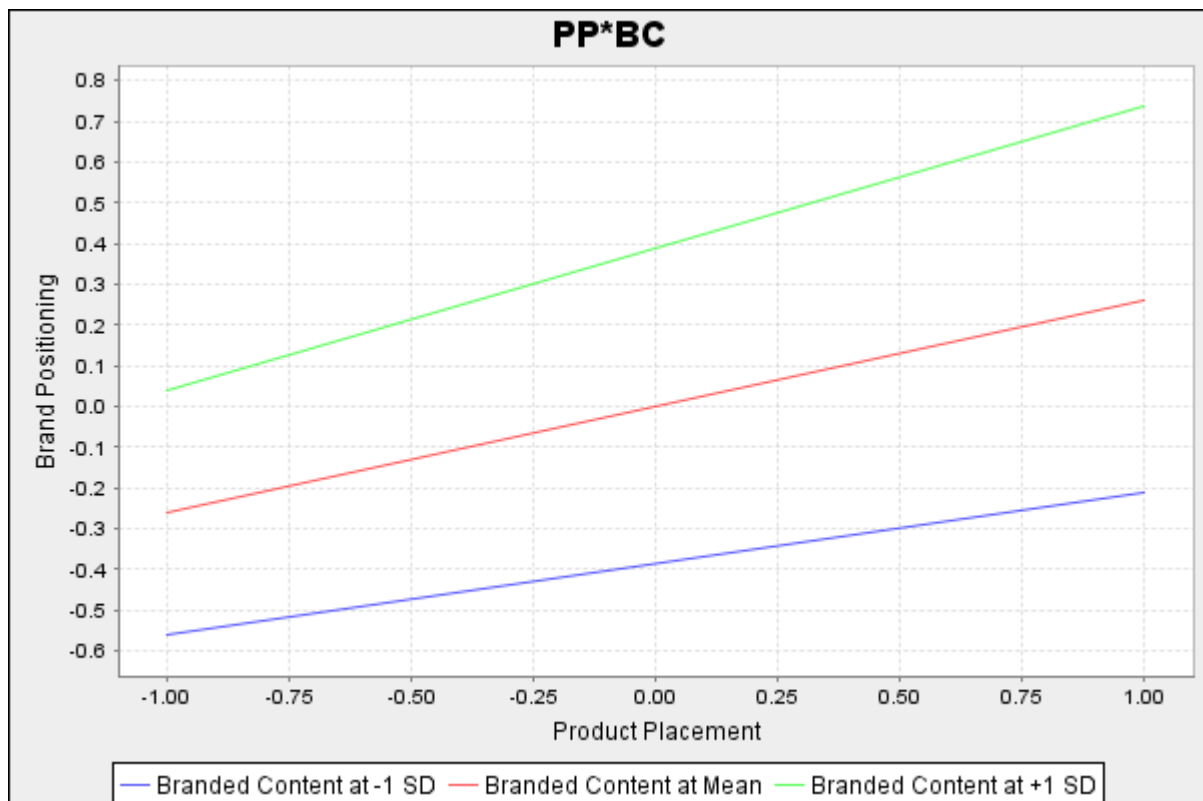

Figure 5: Interaction Plot for the moderating effect of PP*BC on BP

The variables "*Customers' Attitude and Branded Content*" were included to the original structural model as a recommended aid for strengthening/wekening the association between

the independent variable (*Product Placement*) and the dependent variable (Brand Positioning) to analyze the moderating effects.
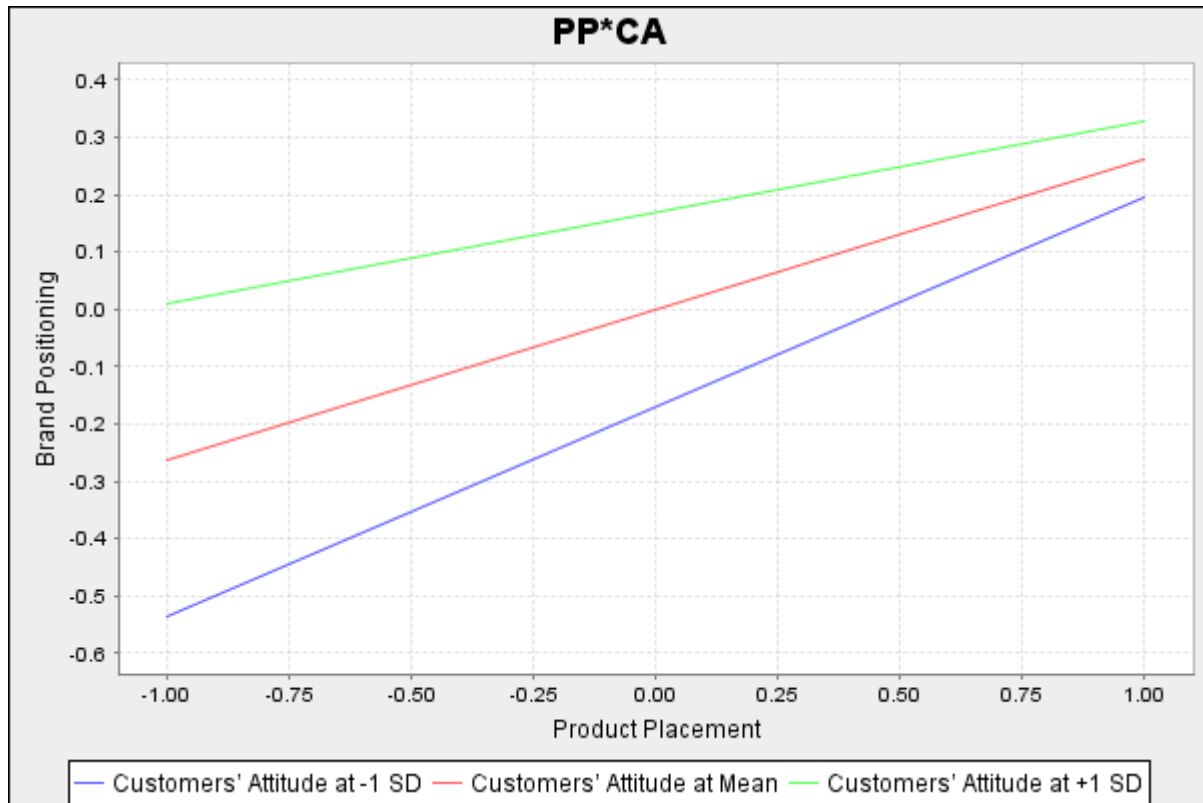

Figure 6: Interaction Plot for the moderating effect of PP*CA on BP

Table (5) shows that the moderator variable "*Branded Content* " has a statistical significant influence on the relationship between "*Product Placement*" and "*Brand Positioning*" since ($\beta = 0.086, t = 2.838, P < 0.01, 95\%$ CI for $\beta = [0.018, 0.138]$). Also, "*Branded Content* " significantly moderates the relationship between "*Brand Integration*" and "*Brand Positioning*" since ($\beta = 0.105, t = 3.332, P < 0.001, 95\%$ CI for $\beta = [0.048, 0.169]$), hence the third and fifth hypotheses are accepted. Furthermore, figures 5 and 7 show the interaction plot of the moderating role of *Branded Content* on the paths from *Product Placement* to *Brand Positioning,* and from *Brand Integration* to *Brand Positioning.* It can be concluded from the graph that the moderator variable "*Branded Content*" strengths the positive relationship between *Product Placement* to *Brand Positioning,* and from *Brand Integration* to *Brand Positioning*. In conclusion, we can easily say that BC moderates the relationship from PP to BP and from BI to BP.
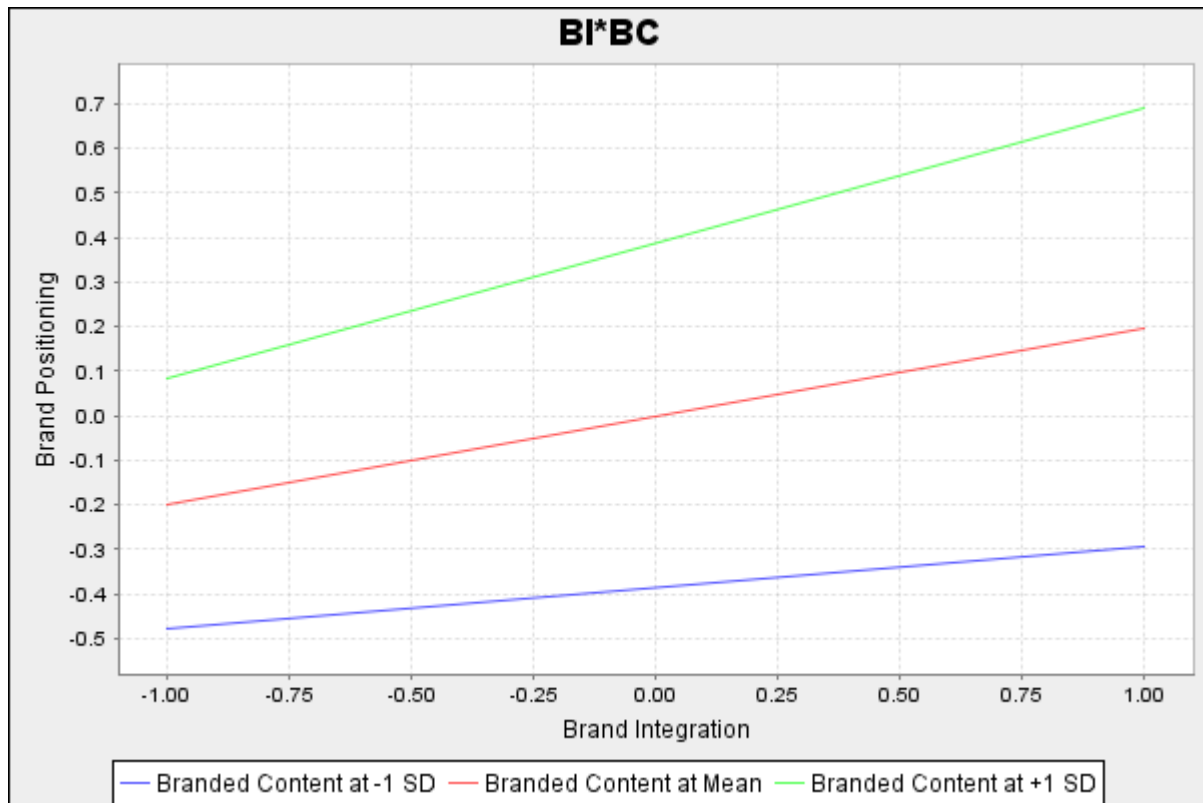
Figure 7: Interaction Plot for the moderating effect of BI*BC on BP

Furthermore, *Customers' Attitude* has a statistical significant influence on the relationship between "*Product Placement*" and "*Brand Positioning*" since ($\beta = -0.104, t = 2.764, P < 0.01, 95\%$ CI for $\beta = [-0.181, -0.026]$). Also, "*Customers' Attitude*" significantly moderates the relationship between "*Brand Integration*" and "*Brand Positioning*" since ($\beta = -0.117, t = 3.632, P < 0.001, 95\%$ CI for $\beta = [-0.183, -0.058]$), hence the fourth and sixth hypotheses are accepted. Furthermore, figures 4 and 6 show the interaction plot of the moderating role of *Customers' Attitude* on the paths from *Product Placement* to *Brand Positioning,* and from *Brand Integration* to *Brand Positioning.* It can be concluded from the graph that the moderator variable "*Customers' Attitude*" weakened the positive relationship between *Product Placement* to *Brand Positioning,* and from *Brand Integration* to *Brand Positioning*. In summary, CA moderates the relationship from PP to BP and from BI to BP.
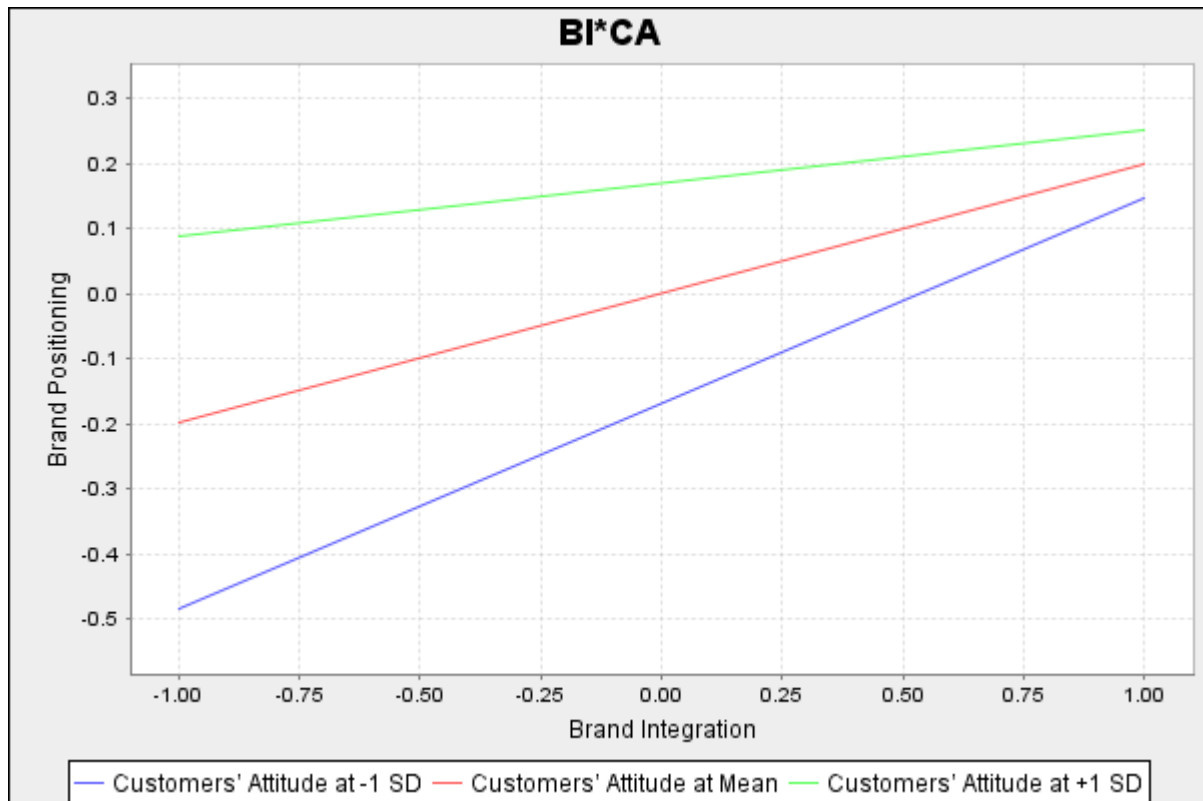
Figure 8: Interaction Plot for the moderating effect of BI*CA on BP

To test the differences between the impact of both product placement strategy and brand integration strategy on brand positioning in streaming services, the "*linearHypothesis*" function in R software package "*car*" (Shrout & Yip-Bannicq, 2017; Gelman, & Stern 2006). The results showed that there statistically significant positive difference between the two effects *since* $(\beta = 0.32, t = 5.72, P < 0.001, 95\%$ CI for $\beta = [0.21, 0.42])$, so that the seventh hypothesis is accepted. It is worth noting that product placement strategy has more effect on brand positioning in streaming services compared to brand integration strategy since the estimated difference coefficient was positive.

5.5 Structural model Assessment

The Results in table (6) specify that about 66% of the variation in *Brand Positioning* is explained by the variation in all other variables with Cohen's effect size for each variable as for *Product Placement* (f^2 =0.09), *Brand Integration* (f^2 =0.09), *PP*BC* (f^2 =0.02), *PP*CA* (f^2 =0.02), *BI*BC* (f^2 =0.02), and *BI*CA* (f^2 =0.02). All values of variance inflation factor (VIF) were under 5 indicating the absence of collinearity problem. Then, we evaluated predictive relevance by assessing Stone-Geisser's Q^2 Blindfolding is considered a sample re-use

technique that could be used to compute Q^2 values for latent variables. We performed the blindfolding procedure and calculated the Q^2 values for *Brand Positioning* (Q^2 =0.358).

Table 6: Structural model assessment

Path	F Square	VIF	R Square	Q Square	GoF
Cut-off	≥ 0.02	<5	> 0.1	> 0	>0.1
Product Placement -> Brand Positioning	0.09	2.345			
Brand Integration -> Brand Positioning	0.09	1.332			
*PP*BC -> Brand Positioning*	0.02	2.447	0.664	0.358	0.582
*PP*CA -> Brand Positioning*	0.02	2.516			
*BI*BC -> Brand Positioning*	0.02	2.323			
*BI*CA -> Brand Positioning*	0.02	2.588			

Cut-off values references: Chin (1998), Cohen (1988), Hair et al. (2017), Wetzels et al. (2009).

All values were greater than zero, indicating predictive relevance of instrnsic latent variables in PLS path model (Hair et al. 2017). The Goodness of Fit (GoF) was introduced by Tenenhaus et al. (2005) as a global fit metric. The GoF criterion for determining if GoF values are too little, too moderate, or too high to be considered a globally adequate PLS model. The GOF value (0.582) is above 0.36 indicating high fit, so, it can be safely resulted that the GoF model is large enough to considered sufficient valid global PLS model.

5.6 *Importance Performance Map Analysis*

Importance performance map analysis (IPMA) was utilised to provide additional insights by combining the importance (I) and performance (P) dimensions analysis (Ringle & Sarstedt, 2016). IPMA enables the identification of places where action is necessary. Specifically, one may identify elements of the process that are relatively important yet perform poorly in order to deploy management methods that lead to changes. Figure 9 depict the dimensions of the constructs that influence the dependent variable *Brand Positioning*.
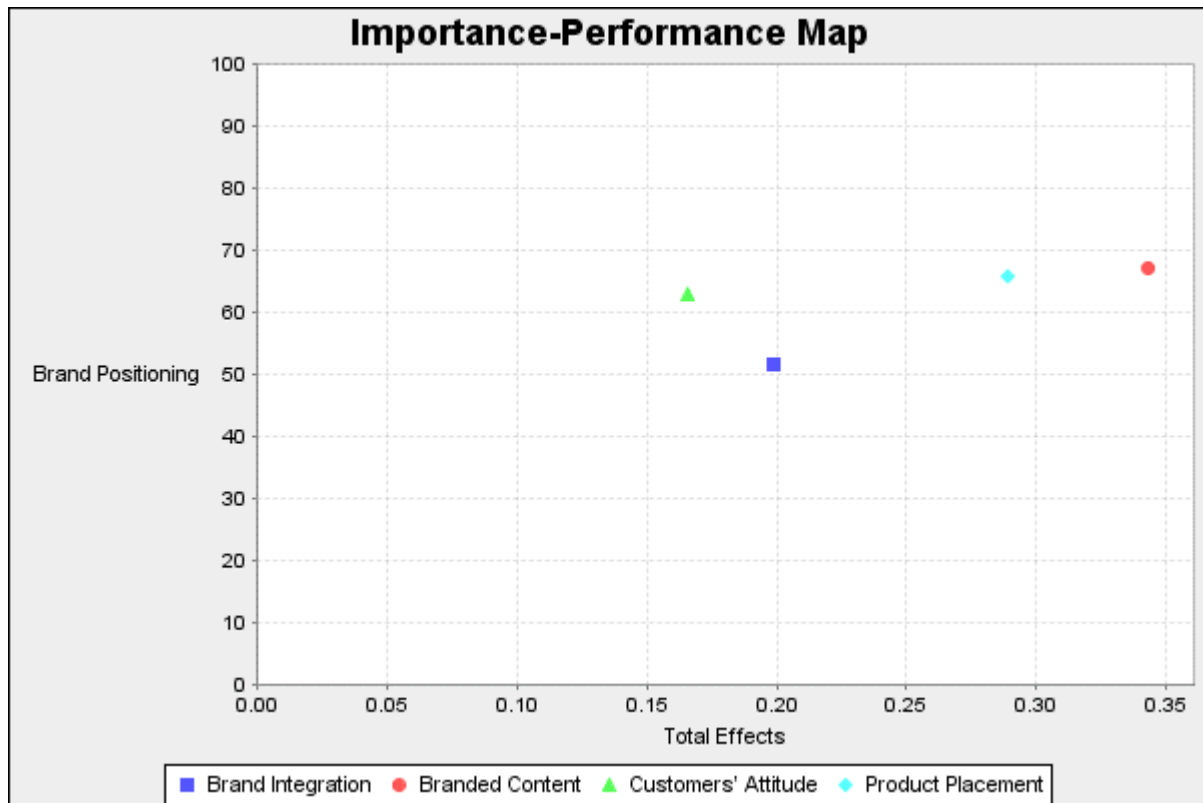
Figure 9: Importance performance map

The IPMA findings are displayed as a two-dimensional graph, with the horizontal axis describing the "importance" (total effect) of influential factors on a scale of 0 to 1, and the vertical axis describing their performance on a range of 0 to 100. Figure 9 show that Branded Content was the most important construct, followed by Product Placement, Brand Integration, and Customers' Attitude. Moreover, the Branded Content performed the best, followed by the by Product Placement, Customers' Attitude, and Brand Integration.

6- Discussion and Recommendation

Over the years, the role of product placement and brand integration strategies have increased. With the change in media consumption, many well-known brands have decided to invest in these promotional tools. Literature research shows that companies use a variety of strategies to place brands in their media programs. The range of media types used is also evolving. It's not just movies or TV shows. Product placements exist on social media, computer games, music videos and streaming services.

Hyper competition, mass consumption and globalization are all challenges to contemporary branding. There is a lot of competition in the growing number of comparative ranking lists of places across cities, countries and regions causing a lot of rivalry in all operations places and increase of awareness of the investors, inhabitants and tourists at the same time, thus affecting

the consumers product and places alike (Anholt 2006, Florek, 2012, Janiszewska and Insch, 2012)

In spite of its popularity, only a small number of researchers have recently studied product placement in different entertainment media (Argan & Velioğlu, 2007). The proprietary effectiveness data of a brand placement has made it difficult to be a curtained especially in Egyptian media. (Karrh, 1998; Yang, Roskos- Ewoldsen, & Roskos-Ewoldsen, 2004).

The frequency of product placements used in the top five Hollywood compared to Egyptian films between 2010 to 2013 is the only accessible report. This report shows that the use of product placements in top Egyptian films has increased to the double (El Damanhoury K., 2015).

The Egyptian parliament approved a new media law to cover the media institutions (private and national) and the Higher Council for Media Regulation. This council has reformed the Egyptian TV and has unified the regulations on the state and the private satellite channels. Its duties also include supervising the advertising practices on TV. The authoritative regulation of the council on advertising related practices may well include the product placement although it is not specifically mentioned.

From some previous studies, the consumers' positive attitudes towards a certain brand and the increase of the purchase intention were found to be more when compared to traditional advertising strategies (Gupta & Lord, 1998; Yang & Roskos-Ewoldsen, 2007; Wiles & Danielova, 2009; Sung, de Gregorio & Jung, 2009; Williams et al., 2011). A wider range of audience everyday are transferring their interest to the digital streaming platforms because such platforms offer licensed content and at the same time does not have any commercial breaks although they may share some economic interest with the traditional broad casting. (Dias & Borges, 2012; Keating, 2012; Pittman & Sheehan, 2015).

The result of this research shows that the general attitude towards product placement is more positive than brand integration. It goes along with (Stringer, 2006) who stated wisely that if the product or brand does not make the show better, then it does not make the show. The ideal situation for product placement is usually win-win-win-win and that is because all the parties in such situation are winning whether the customer becoming familiarized to the product and its benefits, clients where their products are branded inexpensively, the media vehicle decreasing its production, expenses in addition to branding for free and the product placement agencies are paid to bring stakeholders together (Williams, Petrosky, Hernandez, Page, 2011). An increasingly popular way of reaching potential customers who usually bypass commercials is to use product placements increasingly in clever, effective ways that is of low expenses so as a result the average consumer is exposed to 3,000 brands a day (example sandy beaches, schools, T-shirts, etc.) (Nelson and McLeod, 2005; Williams, Petrosky, Hernandez, Page, 2011).

In addition, product placement found that it is effective in television shows and in branded content as proven by (Kureshi and Sood, 2009; Nelson and Deshpande, 2013; Chen and Haley, 2014; and Kaur, Sharma and Baskshi, 2020). And according to Kaur, Sharma and

Baskshi, 2020; young adults' attitudes have strong opinions toward product placements in streaming services exposure.

Product placement has become a creative alternative to reach such consumers. also, placing products in humorous scenes, and its impact in brand perceptions as was proved by (Chan, Lowe, 2021). Product placement is a commonly used and is a financially important marketing mix tool for many brands. The trend nowadays emphasizes the continuous growth of its importance. However, (Daugherty and Gangadharbatla, 2005) noted that the sales data does not corroborate that; the consumers believe that product placement is more effective than advertising.

Based on (Best, 2015) the researcher had found that customer's attitude has a negative effect on brand positioning as in the consumer perception of the quality of the host brand. It was also found that product placement strategies can generate additional revenues but can also reduce viewership for core entertainment products.

Advertisers embed their products into the story of a film, their intention is to blend in with entertainment. This study (de Gregorio and Sung) examined product placement through the lens of consumer socialization. They found that attitudes and behaviors toward product placement differed by gender, ethnicity, age, education and income using a nominal yes/no scale survey. They discovered attitudes towards products placement are positively correlated with frequency of movie viewing and peer interaction.

In contrast to our study, others have shown how product placement can have a determinantal effect on (Cowley and Barron, 2008, Jalan, 2020). Furthermore, (Reijmersdal, Neijens and Smit, 2009, Jalan, 2020) emphasizes how brand integration enhances audience's subliminal inclination towards the brand while assisting in maintaining connection with movie plot. The findings of (Gould's, 1997 and Homer's, 2009, Jalan, 2020) about brand attitude, show that explicit product placements initiate to have a detrimental effect on consumers as they become resistant to any attempts at persuasion.

However, brand placements in movies in general are still adapted to the whole audience because regardless to demographic characteristics, attitude toward the brand is positive so brand placement being one of the most important means, the legitimacy and the interest of it raises some critics to question the use of such communication technique (Bressoud and Lehu, 2008, Lindstrom, 2008). This research brings additional keys to a better use of this communication technique.

In addition, Gupta and Lord, in 1998 was from the first who contributed to the three category responses theory (recall, attitude and purchase intention) through the idea of memory retention driving brand. Also, Jalan 2020 where brand recall is impacted by memory retention which in turn affects how consumers perceive the brand.

Next, as stated by (Russel, 1998, and later by Jalan, 2020), brand placements, which contain detailed brand-related information, have a longer-term impact on the audience than brand placement, which only contain a small amount of brand information and have a short-term

purchase impact on the audience. Also, (Balasubramaniah, 2006) found brand integration is the most effective tool in promotion

According to (He, A., Cai, Y., Zhong, Cai, L., 2021), brand content which is presented in different media messages clues that boost perceived interactivity and signal openness in communication trigger consumers' feelings of true interpersonal relationships, in turn, affect the brand positioning through either product placement or brand integration. While according to (Cawely and Barron, 2008; Jalan, 2020,), they had proved that both brand integration and product placement are effective on brands but brand integration is more effective than product placement and more influential on consumers attitude and more informative. As was proven in our research that product placement and brand integration have a positive effect on brand positioning through customer attitude and branded content.

In different situations, the consumer socialization framework is better understood in the current study (Mishra et al., 2018; Chinchanachokchai and de Gregorio, 2020). The attitude–intention link in the context of product placements is likewise supposed by this study. In line with (Ajzen's, 1991) theory of planned behavior attitude influences behavioral intentions in a favorable way. The study's addition of new relationships between the constructs of acceptability and purchase intention which all occur with our results that brand content and customer attitude are both seen as moderating impacts on brand positioning is a noteworthy contribution.

7- Conclusion

The focus of this study was to contribute foundations on comparing between product placement and brand integration on brand positiong through a moderating role of brand content and customer attitudes. The main goal wasn't to pick a winner, but rather to compare the two and determine which had a greater effect under identical circumstances. According to the researchers findings, product placement is often seen as having a better reputation brand integration. Additionally, a connection between product placement and brand poisioing might be discovered using the learned data and study of individual responses that were consistent in many different ways. The following information should be considered first if the whole endeavour to increase competitiveness is reduced exclusively to a marketing factor;

1) Product placement and brand integration are parts of a long-term marketing strategy.
2) Product placement is one of above-the-line marketing tools.
3) Product placement and brand integration are parts of brand building.
4) Consumers' attitude and branded content effect the effectivness of both product placement and brand integration strategies in streaming services.

The current applied study and many research settled that the chosen placement strategy influence on product placement and brand integration effectiveness. One of the earliest and most popular product placement typologies distinguishes between visual, verbal (auditory placement) and mixed type of placement. According to research on product placement in streaming services, mixed methods of placement which include vocal mention of the embedded brand, visual presentation of branded items, and brand name or logo are more memorable than solely visual product placement, The poll participants also discuss the

visibilityof product placement. In contrast to unobtrusive placement, brand integration in films has been linked to poorer branded perecptions and is perceived as more disruptive, less authenic, and interfering with the story. Better effect on brand poisitioning is a benefit of prominent presence in streaming services media.

Studying the effects of product placement in television media and its capacity to achieve significant communication objectives that remain in the consumer memory and influence brand choice in Egypt's is necessary because it is a relatively new tool for Egypt and Arab marketers compared to western countries. Therefore, the purpose of this study is to analyze the literature on product placement and its impact on Egyptian memory follow exposure to items on Egyptian streaming services.

For many companies using product placement as a marketing tool can give them the opportunity to compare this non-traditional form of advertising (product placement) with other traditional ones.

Product placement was favored by participants in this study more than products in commercial advertisements in TV breaks and they admitted that they were influenced to buy such products through product placement. A comprehensive analysis of all attributes of the product placement and its consequences of the industries is still in the preliminary stages and require much more testing of all the antecedents of the product placement. The quantifiable value of all the data is collated in this study which accesses the efficiency between the brand integration and product placements.

The distinction in the experimental setting employed in this article is that when the brand is incorporated into the entire narrative telling and its realistic prop is supported, the audiences reflect in a good way. According to this paper, additional aspects should be taken into account; including celebrity endorsements, duration, prior knowledge and others. All of which have a greater influence on brand than type of promotion used which indicate that brand attitudes have a collated impact on purchase intentions. Building up on this philosophy, the paper findings show that brand integration as-opposed to brand placement-has a favorable impact on consumer brand purchasing.

Maintaining a position in a competitive market requires regular updating of the brand according to the changes of the environment whether activity of the competitive brands or social processes affecting the target groups. Because the brand positioning is changeable and dynamic, regular proactive efforts are necessary to maintain the position of the desired plan image and to remain in control. Future studies must be made to alter the media consumption because it reflects changeable consumers taste and technological abilities.

Amazingly in the context of this study, product placement can be encountered through Netflix originals more than the traditional ones resulting in some surprising persuasive consequences on the influenced audience. However, the effect is unknown, and it is, therefore, important to further investigate it.

In addition, the results explain the importance of product placement and brand integration and it affects brand positioning. Also, some conclusions were made in this study depending on the difference between the branded content and the customer attitudes toward brand positioning.

The findings of this study also suggest that purchase intentions are significantly influenced by the acceptability of items featured in television programmes available though streaming services; higher acceptability correspondents to high purchase intentions. With streaming services becoming a significant medium that reaches even remote locations, this study reveals that the practice of product placement and brand integration in television episodes is potent enough to elicit a behavioral reaction. Brands should, in fact, use product placement more so than brand integration to increase their reach, capture viewers' attention and boost sales.

Finally, table 7 discuss the demographic characteristics which show that Netflix is most streaming services respondents viewing (38.5%) and the logo or brand of the product appears in the background the best form through which products can appear while watching movies / series / programs on streaming services (24.7%).

Table 7: Demographic characteristics

Variable	*Category*	*Count*	*%*
	Disney plus	3	0.5%
	Netflix	240	38.5%
Which steaming services do you watch	Netflix, EGY best	5	0.8%
	Netflix, Hulu	8	1.3%
	Netflix, OSN	5	0.8%
	Nothing	3	0.5%

	Shahed	105	16.9%
	Shahed, Netflix	63	10.1%
	Telegram	4	0.6%
	watch it	94	15.1%
	watch it, Netflix	32	5.1%
	watch it, Shahed	24	3.9%
	watch it, Shahed, Netflix	30	4.8%
	watch it, Shahed, Netflix, OSN	7	1.1%
What is the best form, in your opinion, through which products can appear while watching movies / series / programs on streaming services	The movie/series/program revolves around the product	97	15.6%
	The camera focuses on it	24	3.9%
	The brand appears as a sponsor of the movie/series/programs	69	11.1%
	The name of the product is mentioned in the content dialog	95	15.2%
	Used by Actor/TV Presenter	184	29.5%
	The logo or brand of the product appears in the background	154	24.7%
Age		2	0.3%
	15-25	358	57.5%
	26-35	113	18.1%
	36-46	112	18.0%
	Greater than 46	38	6.1%
Gender	Female	371	59.6%
	Male	252	40.4%

8- Recommendation

   Based on the aforementioned findings, we would advise both marketers and filmmakers to exercise prudence when deciding where to position brands or items. In order to avoid alienating and the public and preventing governmental bodies from feeling pressure to impose regulations from outside, we actually advise entertainment and marketing practitioners to self-regulate and agree not to accept or seek to arrange branded placements of such ethically dubious questionable products (whether paid or bartered) in films with less than an R-rating.

   Our findings do not, at this time, justify the regulation or outright prohibition of either placement practice in general or the majority of consumer product categories for policymakers. However, awareness of the manner and frequency of branded placement of goods that consumers deem to be unethically dubious should be maintained, especially in light of experimental studies showing that such placements can encourage audiences to purchase such goods and engage in behaviors related to them.

As it affects customers' views towards product placements, marketers should think about starting conversations both offline and online. Using streaming services to create good discussion about the placed businesses might be beneficial. Our results support that audience of streaming services have the potential to influence consumers' attitudes and behaviors. The efficiency of product placement techniques may also be improved by marketers' ability to segment and target consumers based on their media consumption patterns.

Product placement has a huge effect on audience in an indirect way, therefore companies should market their brands in movies or shows in streaming services because of its huge effect as it makes the audience feel like they are part of the script or show in front of them.

Companies can use the parts that the brand was shown in shows or movies as commercial for the brand. finally, companies should make sure that their brands appear in movies that is suitable with the nature of the brand.

9-Practical implications

The primary practical implication of this research is to address the question of how product placement and brand integration have an effect on brand positioning in streaming services. Marketers should evaluate the efficancy of various placements types in various genres and choose the optimum method for defining new communication strategies.

The proposed research's findings will give marketers and business decision-makers a better understanding of brand integration and product placement strategies in streaming services, helping them decide whether they are effective promotional tactics in place of traditional media's saturation. Future research of any marketing technique should embed brand in the story line of any movie or show to achieve effective and comparative, positive recallment by consumers.

The conclusions of this study have some significant ramifications for content creators, legislators, and marketing professionals. The results suggest that brand appearances television programs are typically viewed favorably. The consumption of material will undoubtedly rise in the upcoming years as streaming goliaths' purse various regions. Therefore, advertisers should use this as a chance to market their goals by including them into television programs that target various populations.

10- Limitations and Future research:

Although earlier studies looked at the effectiveness of product placement in terms of brand recognition, recall, and consumer attitudes, but none that have looked at how it affects consumer conative responses like purchase intention, self-efficiency and prior familiarity with the brand or product category. Therefore, it is recommended that future studies build on the existing body of work by exploring how subtle and overt product placement affects consumers' propensity to buy.

In depth study on the kind of product placements that have an influence on viewers and the components that irritate them might be conducted for future studies. This could also contain

elements that are persuasive enough to persuade viewers to purchase the goods being advertisied. Additionally, caution must be exercised to prevent showing anything that viewers may deem to be wholly unsuitable. This could also entail researching their customs and culture. We suggest researchers measure the saturation level at which product placements are considered too excessive or blatant in nature. A study could also be conducted on the various advertising media that encourage consumer purchases and how much of these purchases are induced by product placements in streaming services.

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دراسة مقارنة بين تأثير كل من إستراتيجية وضع المنتج وإستراتيجية تكامل العلامة التجارية على وضعيه العلامة التجارية في خدمات الفيديو تحت الطلب: اختبار الدور المُعدل للمحتوى المرتبط بالعلامة التجارية و اتجاهات العملاء

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الملخص:

تهدف هذه الدراسة إلى توضيح الفرق بين تأثير كل من استراتيجية وضع المنتج واستراتيجية تكامل العلامة التجارية على وضعية العلامة التجارية في خدمات الفيديو تحت الطلب المصرية. بالإضافة إلى ذلك التحقيق في الدور المُعدل لمحتوى العلامة التجارية و أتجاهات العملاء لتطوير نموذج مفاهيمي عملي يعكس سوق الإعلام المصري . لتحقيق هذا الهدف تم الاعتماد علي المنهج الوصفي والكمي وذلك من خلال جمع البيانات الأولية من خلال استبيان لعينة من ٦٢٣ مستخدم الفيديو تحت الطلب في مصر. قام الباحثين باعداد الاستبيان بناءً على الدراسات السابقة حيث احتوى الاستبيان على عشرة أسئلة للمتغير المستقل الأول (استراتيجية وضع المنتج) وخمسة أسئلة للمتغير المستقل الثاني (استراتيجية تكامل العلامة التجارية). تضمن الاستبيان أيضًا أحد عشر سؤالًا للمتغيرات المُعدله (المحتوى المرتبط بالعلامة التجارية و اتجاهات العملاء) وخمسة أسئلة للمتغير التابع (وضعية العلامة التجارية) ، بالإضافة إلى مجموعة من الأسئلة الديموغرافية. تم تحليل البيانات المجمعة باستخدام نمذجة المعادلات الهيكلية الجزئية للمربعات الصغرى باستخدام (Smart PLS) لاختبار الفرضيات .

تشير النتائج إلى أن كلاً من استراتيجية وضع المنتج واستراتيجية تكامل العلامة التجارية لهما تأثير مباشر إيجابي ذو دلالة إحصائية على وضعية العلامة التجارية. إلى جانب ذلك ، أوضحت النتائج وجود فرق إيجابي ذي دلالة إحصائية بين تأثيرات استراتيجية وضع المنتج واستراتيجية تكامل العلامة التجارية. تجدر الإشارة إلى أن استراتيجية وضع المنتج لها تأثير أكبر على وضعية العلامة التجارية في خدمات البث مقارنةً باستراتيجية تكامل العلامة التجارية نظرًا لأن معامل الفرق المقدر كان إيجابيًا. علاوة على ذلك ، يلعب المحتوى المرتبط بالعلامة التجارية و أتجاهات العملاء دورًا معُدلاً في العلاقة بين المتغيرات المستقلة والتابعة.

الكلمات المفتاحية:

أستراتيجية وضع المنتج ، أستراتيجية تكامل العلامة التجارية ، وضعيه العلامة التجارية ، المحتوى المرتبط بالعلامة التجارية ، أتجاهات العملاء ، خدمات الفيديو تحت الطلب .