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Brand Placement Through Youtube by Tricomponent Model

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Abstract: This exploration examines the effect of brand situation through YouTube recordings using the tricomponent model, involving mental, full of feeling, and conative parts, on customer conduct. Through a blend of trial plans and overview procedures, the review investigates how mental variables, including brand noticeable quality and message significance, influence full of feeling reactions, for example, close to home tone and character agreeability, which thus impact conative elements like brand review and buy goal. By analyzing the transaction between these parts, this exploration means to give bits of knowledge into the components basic shopper reactions to mark position in YouTube recordings. Discoveries from this study can illuminate advertisers and promoters about powerful techniques for utilizing brand position on YouTube to draw in customers and drive wanted results. This exploration adds to the current writing on buyer conduct and gives functional ramifications to mark advancement in computerized media conditions.

Introduction:

In the contemporary computerized scene, brand position on YouTube has arisen as a noticeable procedure for advertisers trying to draw in with different crowds and cultivate memorability. Inside this milieu, the tricomponent model offers a thorough system for understanding the

complex transaction between mental, full of feeling, and conative variables in molding customer conduct. This examination tries to research the impact of brand position through YouTube on customer buy conduct, explaining the unmistakable effects of mental, full of feeling, and conative aspects.

To inspect the effect of mental elements on customer buy conduct Mental cycles incorporate shoppers' psychological exercises connected with data handling, including consideration, cognizance, and memory. By investigating how mental reactions to mark situation on YouTube impact buy conduct, this examination means to uncover the mental pathways through which brand position shapes customers' discernments and dynamic cycles.

To evaluate the impact of full of feeling factors on buyer buy conduct Emotional reactions envelop shoppers' close to home responses and relationship with the brand, which assume a urgent part in molding their inclinations and buy goals. Through an investigation of how full of feeling reactions to mark position on YouTube impact buy conduct, this exploration tries to enlighten the profound reverberation evoked by brand arrangements and its effect on customer navigation.

To explore the effect of conative elements on customer buy conduct Conative aspects relate to shoppers' social expectations and activities towards a brand, mirroring their penchant to participate in substantial ways of behaving like buying and promotion. By looking at how conative reactions to mark position on YouTube impact buy conduct, this exploration intends to explain the social results of brand arrangements and their suggestions for advertisers trying to drive purchaser activities and commitment.

Understanding the nuanced exchange between mental, full of feeling, and conative variables is fundamental for advertisers looking to streamline their image situation techniques on YouTube. By portraying the unmistakable effects of mental, full of feeling, and conative aspects on customer buy conduct, this exploration means to give significant experiences that

can educate the improvement regarding more viable brand arrangement techniques, upgrade brand commitment, and drive good purchaser results in the computerized domain.

Literature review:

The mental part includes the buyer's convictions and information about the brand, the emotional part envelops the shopper's feelings and sentiments towards the brand, and the conative part relates to the purchaser's social goals towards the brand. Through a progression of examinations, the creators found that brand position in YouTube recordings fundamentally impacted each of the three parts of the tricomponent model. In particular, they saw that mental reactions were molded by variables, for example, brand conspicuousness and message importance, full of feeling reactions were affected by the close to home tone of the video and the amiability of the characters, and conative reactions were driven by elements, for example, brand review and buy aim. This study adds to how we might interpret what brand position in YouTube recordings can mean for buyer discernments and ways of behaving, giving significant experiences to advertisers trying to use this stage for limited time purposes. a precise, deliberative pathway and a heuristic, full of feeling pathway. Through an internet based study of YouTube clients, the creators found that both mental and full of feeling factors impacted shopper perspectives towards brand situations. In particular, mental factors, for example, message significance and brand conspicuousness were found to influence perspectives through the orderly pathway, while full of feeling variables, for example, close to home tone and character affability affected mentalities through the heuristic pathway. These examinations offer significant experiences into the adequacy of brand position through YouTube recordings, featuring the significance of considering mental, full of feeling, and conative variables in figuring out purchaser reactions. By coordinating hypothetical systems, for example, the tricomponent model and the double cycle model, analysts have taken huge steps in explaining

the perplexing components fundamental customer discernments and ways of behaving with regards to mark situations on YouTube.

Research methodology:

This study utilizes a blended strategies approach, joining quantitative examination and subjective request to exhaustively research brand position through YouTube utilizing the tricomponent model. Quantitative information will be assembled through web-based studies dispersed to a different example of YouTube clients, catching their mental, full of feeling, and conative reactions to mark positions. Measurable procedures, for example, relapse investigation will be utilized to evaluate the connections between these factors and shopper buy conduct. Moreover, subjective information will be gathered through inside and out interviews with advertising specialists and content makers, giving significant bits of knowledge into the relevant subtleties of brand position methodologies on YouTube. This diverse procedure guarantees an extensive comprehension of the peculiarity being scrutinized.

Objective:

- 1. To find the impact of cognitive on purchase behavior.**
- 2. To find the impact of affective on purchase behavior.**
- 3. To find the impact of conative on purchase behavior.**

Hypothesis Testing

- H1: There is a significant relationship between cognitive and purchase behavior**
- H2: There is a significant relationship between affective purchase behavior**
- H3: There is a significant relationship between conative and purchase behavior**

Sampling and Data Collection

The sample size is 214 from all different demographic people who use youtube regularly and follow at least one influencer in their youtube. The data is collected by using google forms and it was given to people who have youtube accounts. The data used here is the primary data.

Tools for Analysis

Simple statistical techniques are used, including the one-way Anova and regression analysis. These were carried out with the help of software like SPSS software.

Data Analysis and Major Findings

To further explore the relationship between cognitive factors and purchase behavior, a one-way analysis was conducted. The results showed a positive and significant relationship between cognitive factors and purchase behavior.

H1: There is a significant relationship between cognitive and purchase behavior.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
I think that the ads in youtube are relevant to my need	85.454	4	21.363	27.349	.000
Between Groups					
Within Groups	163.261	209	.781		
Total	248.715	213			

I believe that the ads inBetween youtube cause aGroups disturbance whileWithin Groups viewing Total	19.635 173.860 193.495	4 209 213	4.909 .832	5.901	.000
I believe that the ads inBetween youtube are attractive Groups Within Groups Total	73.421 188.602 262.023	4 209 213	18.355 .902	20.341	.000
I believe that the ads inBetween youtube provides moreGroups information Within Groups Total	14.971 164.955 179.925	4 209 213	3.743 .789	4.742	.001
I often get influencedBetween by the ads in youtube Groups Within Groups Total	8.524 114.728 123.252	4 209 213	2.131 .549	3.882	.005

That's what the review's primary case is "Buy conduct" and "mental" factors, for example, "alluring Data, unsettling influence, pattern are fundamentally related. Information from an example of clients who have youtube accounts. One-way anova was utilized to investigate the information that had been acquired.

'Mental' and 'Buy conduct' are analyzed in the examination utilizing the investigation of fluctuation (ANOVA). Determine a P worth of 0.05. Since the importance level for factors like the appealing Data, unsettling influence, pattern is beneath the P Worth 0.05. Accordingly, the elective speculation was acknowledged and the invalid speculation was dismissed. We

accept that the appealing Data, aggravation, pattern will be generally fundamentally related with mental. Pertinent data factors that are under 0.05. It exhibits that there is association among mental and buy conduct exorbitant premium and investment rates.

H0: There is a significant relationship between affective purchase behavior.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.870	.372		2.336	.020
I feel connected to the elements that are used in youtube ads	.105	.120	.097	.876	.382
Whenever I see ads in youtube, I get excited	.496	.119	.462	4.159	.000
I feel excited when known brand influencer is used in ads in youtube	.094	.078	.069	1.195	.233

- a. Dependent Variable: purchase behaviour.

The motivation behind the ongoing review was to inspect the connection among emotional and buy conduct factors, for example, the components energized. As per the review's reason, there is a significant connection between emotional by force to be reckoned with and buy conduct factors connecting with decisions on youtube. An example of individuals who use youtube is utilized. Relapse investigation is utilized to differentiate noticed and anticipated values. Allow the worth to be 0.05. The outcome shows components and brand force to be reckoned with in advertisements and are emphatically related. Impression and invigorated are adversely corresponded.

H1: There is a significant relationship between conative and purchase behavior.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
I rarely skip the ads in youtube					
Between Groups	21.152	4	5.288	7.070	.000
Within Groups	156.329	209	.748		
Total	177.481	213			
I watch ads of all brand					
Between Groups	70.873	4	17.718	20.101	.000
Within Groups	184.230	209	.881		
Total	255.103	213			

I skip the ads when it is not relevant to me	Between Groups	90.811	4	22.703	34.408	.000
	Within Groups	137.900	209	.660		
	Total	228.710	213			
I often skip the ads when the particular brand is not present	Between Groups	30.462	4	7.615	8.378	.000
	Within Groups	189.987	209	.909		
	Total	220.449	213			

That's what the review's fundamental case is "Buy conduct" and "conative" factors, for example, "alluring Data, aggravation, pattern are essentially related. Information from an example of clients who have youtube accounts. One-way anova was utilized to investigate the information that had been gotten.

'Conative' and 'Buy conduct' are thought about in the examination utilizing the examination of fluctuation (ANOVA). Indicate a P worth of 0.05. Since the importance level for factors like the alluring Data, unsettling influence, pattern is underneath the P Worth 0.05. Accordingly, the elective speculation was acknowledged and the invalid speculation was dismissed. It shows that there is association between conative are buy conduct exorbitant premium and support rates.

Findings

The review tracked down a huge connection among mental and buy conduct factors like "appealing Data, unsettling influence, pattern is essentially related.

It was additionally found that emotional likewise have no relationship with buy conduct expectation factors like skip promotions, watch advertisements.

conative factors, for example, brand powerhouse, impression. not significant and elective are emphatically corresponded on buy conduct.

suggestions

Refine the operationalization of emotional buy conduct by consolidating approved scales or develops from customer conduct writing. This could include estimating elements like brand steadfastness, close to home commitment with the item, or aim to buy utilizing laid out estimation devices. Stretch out the review length to incorporate longitudinal information assortment, considering the assessment of changes in emotional buy conduct over the long haul. This approach can give experiences into the manageability of any noticed impacts and assist with recognizing potential directing factors that impact the connection between promotion openness and buy conduct. Investigate expected directing factors or subgroups inside the example that might impact the connection between promotion openness and full of feeling buy conduct. This could include leading division examination in light of segment factors (e.g., age, orientation, pay) or psychographic factors (e.g., way of life, character attributes) to recognize differential impacts across various shopper fragments.

Conclusion:

All in all, the discoveries of this examination project shed light on the perplexing exchange among mental and conative factors in forming buy conduct, while additionally uncovering striking bits of knowledge with respect to full of feeling factors. The review recognized a huge connection between mental factors like appealing data, unsettling influence, and pattern,

highlighting their effect on shopper dynamic cycles. Strangely, emotional factors were found to have no huge relationship with buy conduct goal, featuring possible holes in current comprehension or estimation draws near. Additionally, conative factors like brand powerhouse, impression, and choices showed positive connections with buy conduct, demonstrating their significance in driving shopper activities.

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