



Tomas Bata University in Zlín
Faculty of Management and Economics

Doctoral Thesis

**Examining the effect of short product placement videos
on brand image: A three-way interaction model**

**Zkoumání účinku krátkých videoklipů product placementu na
image značky: Model třístranné interakce**

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ABSTRACT

Traditional video commercials often fail to capture consumer attention, leading to limited engagement and disinterest. In contrast, product placement has emerged as a more effective strategy for reaching both users and non-users, particularly with the rise of new media platforms. Product placement integrates advertising within entertainment content, creating a more natural promotional experience. This thesis draws upon the Information Adoption Model and Social Influence Theory to examine the impact of product placement in short-form videos on brand image. It specifically investigates the mediating role of advertising adoption, the moderating effects of social media influence and brand familiarity, as well as the three-way interaction among these factors.

A mixed-methods research design was employed in this study to integrate the strengths of both qualitative and quantitative approaches. In the qualitative phase, in-depth interviews and content analysis were conducted to confirm constructs, refine measurement items, and develop a contextually appropriate questionnaire. During the quantitative phase, a two-wave time-lagged survey was administered to Vietnamese social media users to minimize typical technique bias and enhance the accuracy of causal inferences. A total of 1,217 responses were gathered from individuals participating. NVivo software supported thematic analysis in the qualitative stage, while SmartPLS-4 was employed in the quantitative stage for measurement validation, structural model testing, and moderation-mediation analysis.

The findings confirm direct relationships between product relevance, emotional appeal, influencer-product fit, trustworthiness, and influencer popularity with perceived usefulness. Perceived usefulness was positively associated with advertising adoption, which in turn significantly enhanced brand image. Advertising adoption mediated the relationship between perceived usefulness and brand image. Besides that, social media influence moderated the link between perceived usefulness and advertising adoption, while brand familiarity moderated the relationship between advertising adoption and brand image. Furthermore, a three-way interaction showed that high social media influence and high brand familiarity amplified the positive impact of advertising adoption on brand image.

This study advances the literature on digital marketing by developing a sophisticated conceptual model that integrates the Information Adoption Model (IAM) and Social Influence Theory to examine the effects of product placement on brand image. Specifically, it highlights how argument quality and source credibility key IAM constructs influence consumers' perceptions of brand value and reliability. By incorporating both informational and normative social influences, the study reveals the powerful role of social media influencers in shaping brand image through short-form video platforms. Furthermore, it identifies brand familiarity as a critical moderating factor in the relationship between ad adoption and brand image, offering new insights into personalized advertising strategies. These findings offer valuable insights into how mechanisms of social influence and the integration of digital content shape the perceived effectiveness and acceptance of product placements within the dynamic context of social media marketing.

ABSTRAKT

Tradiční video reklamy často selhávají v upoutání pozornosti spotřebitelů, což vede k omezené angažovanosti a nezájmu. Naproti tomu se product placement ukázal jako účinnější strategie pro oslovení jak uživatelů, tak i ne-uživatelů, zejména s nástupem nových mediálních platforem. Product placement integruje reklamu do zábavního obsahu, čímž vytváří přirozenější propagační zážitek. Tato diplomová práce vychází z modelu adopce informací (IAM) a teorie sociálního vlivu (SIT) a zkoumá dopad product placementu v krátkých videích na image značky. Konkrétně se zaměřuje na mediující roli přijetí reklamy, moderující účinky sociálního vlivu na sociálních sítích a známosti značky, a také na třístrannou interakci mezi těmito faktory.

V této studii byl použit smíšený výzkumný design, který kombinuje silné stránky kvalitativního i kvantitativního přístupu. V kvalitativní fázi byly provedeny hloubkové rozhovory a analýza obsahu za účelem potvrzení konstrukcí, zpřesnění měřících položek a vytvoření kontextově vhodného dotazníku. V kvantitativní fázi byl proveden dvoufázový průzkum s časovým odstupem mezi měřeními, zaměřený na vietnamské uživatele sociálních sítí, aby se minimalizovalo zkreslení běžnými metodami a zvýšila se přesnost kauzálních závěrů. Celkem bylo shromážděno 1 217 odpovědí od jednotlivců zúčastněných na výzkumu. K analýze témat v kvalitativní

části byl použit software NVivo, zatímco v kvantitativní části byl využit program SmartPLS-4 k ověření měření, testování strukturálního modelu a analýze moderace a mediace.

Zjištění potvrzují přímé vztahy mezi relevancí produktu, emocionální přitažlivostí, souladem mezi influencerem a produktem, důvěryhodností a popularitou influencera a vnímanou užitečností. Vnímaná užitečnost byla pozitivně spojena s přijetím reklamy, což následně významně posílilo image značky. Přijetí reklamy zprostředkovalo vztah mezi vnímanou užitečností a image značky. Kromě toho sociální vliv na sociálních sítích moderoval vztah mezi vnímanou užitečností a přijetím reklamy, zatímco známost značky moderovala vztah mezi přijetím reklamy a image značky. Dále byla zjištěna třístranná interakce, která ukázala, že vysoký sociální vliv a vysoká známost značky zesilují pozitivní dopad přijetí reklamy na image značky.

Tato studie přispívá k rozšíření literatury o digitálním marketingu vytvořením sofistikovaného konceptuálního modelu, který integruje model adopce informací (IAM) a teorii sociálního vlivu za účelem zkoumání efektů product placementu na image značky. Konkrétně zdůrazňuje, jak klíčové konstrukty IAM-kvalita argumentace a důvěryhodnost zdroje-ovlivňují vnímání hodnoty a spolehlivosti značky ze strany spotřebitelů. Zapojením jak informačního, tak normativního sociálního vlivu studie odhaluje silnou roli influencerů na sociálních sítích při formování image značky prostřednictvím platform s krátkými videi. Studie zároveň identifikuje známost značky jako klíčový moderující faktor ve vztahu mezi přijetím reklamy a image značky, čímž přináší nové poznatky pro personalizované reklamní strategie. Tato zjištění poskytují cenný vhled do toho, jak mechanismy sociálního vlivu a integrace digitálního obsahu ovlivňují vnímanou efektivitu a přijatelnost product placementu v dynamickém prostředí marketingu na sociálních sítích.

TABLE OF CONTENTS

ABSTRACT	3
ABSTRAKT	4
LIST OF TABLES	9
LIST OF FIGURES.....	10
LIST OF ABBREVIATIONS OF KEY TERMS	10
1. INTRODUCTION.....	11
1.1. Research background.....	11
1.2. Motivation and need for the study.....	13
1.3. Research Problem.....	14
1.4. Research gap	16
1.5. Research Question and Research Objectives	21
2. LITERATURE REVIEW	24
2.1. Overview of product placement.....	24
2.2. Product Placement in Short Video Platform	25
2.3. Theoretical Framework of Research	26
2.3.1. Information Adoption Model	27
2.3.2. Social Influence Theory	28
2.3.3. Product relevance	31
2.3.4. Emotional Appeal.....	31
2.3.5. Product influencer fit.....	32
2.3.6. Trustworthiness	34
2.3.7. Influencer popularity	35
2.3.8. Social media influence	35
2.3.9. Perceived usefulness	36

2.3.10.	Advertising Adoption (Ad Adoption)	37
2.3.11.	Brand familiarity	38
2.3.12.	Brand image	39
2.4.	Summary of Previous Study	41
3.	METHODOLOGY	47
3.1.	Hypothesis development	47
3.1.1.	Argument of quality of product placement toward perceived usefulness.....	47
3.1.2.	The impact of source credibility on perceived usefulness in product placement	49
3.1.3.	Perceived usefulness toward advertising adoption	52
3.1.4.	Ad adoption and brand image	54
3.1.5.	The Mediating Effect of Advertising Adoption	56
3.1.6.	The moderating effect of social media influence.....	57
3.1.7.	The moderating effects of brand familiarity	59
3.1.8.	Three-way interaction (moderated moderation relationship) 61	
3.2.	Qualitative Research	64
3.2.1.	Research design.....	64
3.2.2.	Data Collection.....	70
3.2.3.	Sampling Strategy	79
3.2.4.	Data Analysis: The Gioia Methodology with NVivo 14 ...	90
3.2.5.	Trustworthiness and Rigor	98
3.3.	Quantitative Research.....	107

3.3.1.	Research context, data collection, sampling, and sample size	108
3.3.2.	Measurements.....	111
4.	RESULTS	113
4.1.	Qualitative research	113
4.2.	Quantitative Research.....	115
4.2.1.	Results of pilot test.....	115
4.2.2.	Results of main test	115
4.2.3.	Evaluating Measurement Assessment.....	117
4.2.4.	Structure Model and Hypothesis Testing	125
5.	DISCUSSION.....	133
5.1.	Product Placement of Short Videos and Brand Image via Information Adoption Model (RQ1)	133
5.2.	Mediating Role of Advertising Adoption (RQ2).....	138
5.3.	Moderating Role of Social Media Influence (RQ3)	139
5.4.	Moderating Role of Brand Familiarity (RQ4)	140
5.5.	Three-Way Interaction Effect of Social Media Influence, Brand Familiarity, and Advertising Adoption (RQ5).....	141
6.	CONTRIBUTION	142
6.1.	Academic contributions	142
6.2.	Practical contributions.....	146
7.	CONCLUSION.....	148
8.	LIMITATION AND FUTURE RESEARCH.....	149
	REFERENCES	150
	APENDIX:.....	182

APPENDIX A: Data Structure.....	183
APPENDIX B: Interview guide	184
APPENDIX C: Consent form	199
APPENDIX D: Nvivo14 coding sheet.....	210
LIST OF CURRENT PUBLICATIONS	241
AUTHOR’S CURRICULUM VITAE	243

LIST OF TABLES

Table 1: Summary of Previous Studies.....	Error! Bookmark not defined.
Table 2: Semi-Structured In-Depth Interview Guide for Gioia Methodology Data Collection	73
Table 3: Participant Eligibility Criteria and Justification	82
Table 4: Maximum Variation Dimensions for Participant Selection	85
Table 5: Sample Size Benchmarks and Saturation Criteria in Qualitative Research Relevant to the Gioia Methodology	89
Table 6: Summary of NVivo 14 Functions Applied in Each Phase of the Gioia Analytical Process.....	98
Table 7: Summary of Trustworthiness Criteria and Corresponding Strategies in the Present Study.....	106
Table 8: Measurement scale. (Source: author’s works).....	112
Table 9: Demographic detail. (Source: author’s works).	116
Table 10: Descriptive statistics. (Source: author’s works)	117
Table 11: Correlations. (Source: author’s works)	119
Table 12: Consistency reliability and Convergent validity. (Source: author’s works)	121
Table 13: HTMT. (Source: author’s works).....	124
Table 14: Goodness of fit indices. (Source: author’s works).....	125
Table 15: Suitability and predictive relevance of the model. (Source: author’s works)	127
Table 16: Summary of hypothesis testing. (Source: author’s works).....	129

Table 17: Hypotheses tested conclusion. (Source: author's works)	132
Table 18: Cronbach's Alpha values for pilot study	182

LIST OF FIGURES

Figure 1: Information Adoption Model. Source: (Sussman and Siegal,2003)	28
Figure 2: Social Influence Theory. Source: (Deutsch & Gerard, 1955)	30
Figure 3: The Conceptual Framework. Source: Author's own	63
Figure 4: The linkage of research question - research objective - hypotheses. Source: Author's own	63
Figure 5: Daniel Soper Sample Size Calculation. (Source: author's works)	111
Figure 6: The estimated model. (Source: author's works) Error! Bookmark not defined.	
Figure 7: Moderation of Social Media Influence on the link of Perceived Usefulness and Ad Adoption	130
Figure 8: Moderation of Brand Familiarity on the link of Ad Adoption and Brand Image	131
Figure 9: Three-way interaction model	131

LIST OF ABBREVIATIONS OF KEY TERMS

PR: Product Relevance

EA: Emotional Appeal

PIF: Product Influencer Fit

T: Trustworthiness

IP: Influencer Popularity

PU: Perceived Usefulness

Advertising (Ad) Adoption: AA

SMI: Social Media Influence

BF: Brand Familiarity

BI: Brand Image

IAM: Information Adoption Model

SIT: Social Influence Theory

1. INTRODUCTION

1.1. Research background

Global digital advertising expenditure reached US\$521.2 billion in 2021 and is projected to attain US\$876 billion by 2026 (Statista, 2022b). Although many organizations planned to reduce marketing budgets in 2022, over half of marketers indicated they would continue investing in digital channels (Hootsuite, 2022, as cited in Celik et al., 2022). At the same time, consumer preferences are shifting, audiences are losing interest in traditional media such as television, radio, and magazines, and are increasingly turning to social media platforms for information (Mangold & Faulds, 2009). Faced with advertising saturation, the marketing industry has been searching for strategies that reach audiences in ways that feel less intrusive than traditional advertising (Grzyb et al., 2018).

Product placement has gained prominence as both a supplement and an alternative to conventional advertising. It is now widely recognized as a creative and strategic marketing tool (Yao & Huang, 2017). To increase recognition of brands and customer engagement, marketers have been using creative promotional techniques more and more recently. Expenditure on product placement has increased significantly, particularly within digital platforms; for example, placements on mobile and social media channels grew by 20.9% in the year 2019 (Gistri & Corciolani, 2020). Beyond its traditional presence in film, television, and video

games, product placement has expanded into native advertising, influencer-generated content, and social media in-feed formats (Fan, Lu & Gupta, 2017; Wojdyski, 2016; De Veirman, Cauberghe, & Hudders, 2017; as cited in Guo et al., 2019). Globally, the industry reached a market value of US\$8.25 billion in 2012, with the United States accounting for nearly two-thirds of that figure (Kowalczyk & Royne, 2012). By 2023, global revenues were estimated at US\$29 billion and are projected to surpass US\$40 billion by 2026 (Navarro, 2023).

Product placement has a history of more than a century. As early as 1896, Lever Brothers' Sunlight Soap appeared in the short film *Washing Day* in Switzerland, produced in collaboration with the Lumière brothers (Newell et al., 2006). While its use declined during the 1920s, it was revived in subsequent decades, particularly from the 1960s onward. The modern era of product placement was marked by notable successes, such as the 1982 film *E.T.*, where Hershey's Reese's Pieces were prominently featured, leading to a 65% increase in sales (Hudson & Hudson, 2006). By the late 1990s, the industry had matured to the point where blockbuster films such as *Tomorrow Never Dies* generated over US\$100 million in pre-release placement deals (Balasubramanian et al., 2006; McDonnell & Drennan, 2010, as cited in Eagle & Dahl, 2018).

In contemporary markets, maintaining a positive brand image requires more than visibility; it demands meaningful consumer engagement. However, frequent or poorly executed advertising can generate irritation and brand fatigue. Research shows that two-thirds of television viewers avoid or switch channels during commercial breaks due to perceiving ads as intrusive or irrelevant (Kiley, 2006, as cited in Soba & Aydin, 2013). Product placement offers a distinctive solution. Defined as the inclusion of branded products, packaging, signage, or trademarks within films, television shows, or music videos (Steortz, 1987), it represents a form of integrated marketing that enhances visibility while minimizing disruption (Hackley, Tiwasakul, & Preuss, 2008; Lehu, 2007). Because placements are embedded within narratives rather than inserted as separate advertising blocks, they are often perceived by audiences as natural, authentic, and less obtrusive (Balasubramanian, 1994; DeLorme & Reid, 1999). This subtlety not only reduces resistance but can also foster stronger connections between brands and audiences. Furthermore, product placements are relatively cost-effective and, through their

integration into entertainment content, may generate a greater impact than traditional advertising messages (Russell & Stern, 2006).

1.2. Motivation and need for the study

From the early days of broadcasting to the rise of the Internet, entertainment and commercial persuasion have become increasingly intertwined, elevating the significance and influence of product placement. Once considered a supplementary practice, it is now a mainstream strategy, with more than 80% of national marketers integrating branded placements into their campaigns. Historically, product placement has appeared in films, television programs, and video games, with its earliest documented use dating back to 1890 (Jusufovic, 2014). In traditional media, placement could be passive, where products appeared in the background, or active, where actors used or referenced products within the storyline. Prior research has examined product placement in diverse contexts: its effect on brand image in movies (Van Reijmersdal et al., 2007), its presence in digital games (Terlutter & Capella, 2013), or its influence on adolescent smoking behavior through film portrayals (Charlesworth & Glantz, 2005). Collectively, these studies focus on the varied effects of placement strategies across media formats and underscore their potential as a substitute for traditional advertising (Al-Kadi, 2013).

Despite these insights, existing literature remains limited in two important respects. First, most studies focus on conventional media, while comparatively little attention has been paid to product placement in social media and mobile applications (Eagle & Dahl, 2018). Second, many marketers rely on securing brand exposure within entertainment content without establishing clear objectives, a practice that can result in poorly executed placements and negative consumer reactions (Balasubramanian, Karrh, & Patwardhan, 2006). This issue is particularly relevant in digital spaces, where research demonstrates that engaging, humorous, or visually appealing content can shape consumer responses (Dolan et al., 2019; Shahbaznezhad et al., 2021). Consumers are also more likely to form positive attitudes toward brands when they derive enjoyment from entertaining content (Chandrasekaran et al., 2019).

The motivation for this study stems from the rapid transformation of marketing strategies in the digital era, where product placement has emerged as a creative and increasingly influential alternative to traditional advertising. Despite the well-documented applications of product placement in movies, television, and video

games, its evolution within short-video platforms and influencer-generated content remains underexplored. These platforms are highly interactive, personalized, and central to everyday media consumption, particularly among younger audiences. To understand how product placement affects how people see brands and how they think about products, it's crucial to look at how it works in fast-paced environment. Vietnam's quickly emerging short-video ecosystem is a good area to look into how product placement affects brand outcomes and customer engagement. The need for this study arises from the growing reliance of brands on short-video platforms such as TikTok and YouTube to reach large and highly engaged audiences. Despite its widespread adoption, product placement often lacks clear guidelines or strategic direction, which can lead to ineffective or even counterproductive outcomes. As Thomas and Kohli (2011) note, this lack of direction explains why many placements fail to deliver the intended results. With video-sharing sites expanding globally and short-form content becoming the dominant mode of digital communication, marketers, content creators, and platform providers urgently require insights into how product placement actually influences consumer engagement and brand outcomes. In the context of Vietnam, where social media use is rapidly increasing, this study is especially timely. It not only contributes to academic understanding of digital marketing but also offers practical recommendations to help brands design more effective campaigns, raise authentic connections with audiences, and strengthen long-term brand value.

1.3. Research Problem

Brand image significantly influences consumer purchasing decisions by shaping preferences and guiding choices (Lee et al., 2014). Brand image refers to consumers' perceptions and the set of associations they hold about a brand. Brand identity and brand image are related but distinct concepts (Nandan, 2005). Although related to brand identity, brand image reflects how consumers interpret and evaluate the brand (Nandan, 2005). Consumers who view a brand favorably are more likely to associate it with qualities like quality, honesty, and alignment with their personal values. A favorable brand image strengthens perceptions of quality, credibility, and value alignment, thereby increasing brand preference and loyalty (Nandan, 2005; Kabangunan & Hidayat, 2023). Thus, the narrative of marketing shaped by a

company's image plays a vital role in the consumer's purchasing journey, influencing not only the first choice but also fostering long-term consumer–brand relationships.

Advertising endeavors to showcase products to people; however, traditional advertising films often have challenges in capturing their interest and engagement, resulting in consumer apathy towards these ads. Traditional advertising methods increasingly struggle to capture consumer attention, leading to reduced engagement and advertising fatigue (Biermans, 2023). Marketers are facing increasing difficulties in properly engaging clients through their online interactions (Biermans, 2023). Moreover, technological improvements have greatly altered the manner in which individuals consume television content. Product placement is increasingly effective in reaching both users and non-users due to media fragmentation, proliferation, and declining advertising effectiveness (Mackay et al., 2009). Brand placement serves as an alternative to conventional advertising. Product placement allows companies to promote their products in a natural way, which is more economical than traditional TV advertising. It offers a more subtle and cost-effective promotional approach compared to traditional advertising (Davtyan & Cunningham, 2016).

The transition of real-life social interactions to the digital realm has led to the emergence of online communities that enable worldwide connections. It is essential to analyze the influence of social media platforms on the return on investment of marketing expenses related to promotional activities and target customers (Alalwan et al., 2017). Progress in information technology has expanded the availability of online shopping sites, prompting organizations to shift their marketing tactics from conventional approaches to digital platforms (Durmaz & Efendioglu, 2016). Recently, the growing popularity and improvements in Internet and mobile technology have resulted in the emergence of social short videos as a new kind of social media, which has gained considerable attention from consumers. Short video platforms have emerged as influential marketing channels that reshape how consumers engage with branded content. Marketers are increasingly using brand placement because of its hidden and persuasive character (Srivastava, 2016).

Studying the effectiveness of product placement in influencing brand image, customer behavior, and advertising is a key focus of academic research. Van

Reijmersdal et al. (2007) emphasized the importance of understanding the effects of television brand placement on brand image. Nevertheless, research on the effectiveness of product placement within short video platforms remains limited. Businesses, enterprises, and marketers face the issue of increasing engagement with short video product placements to encourage viewers to accept the advertisement, seek out the goods, and make a purchase (Liu, 2021).

If the business decides to use product placement marketing, the key question is whether customers will accept the information in the ads, potentially enhancing the brand's image. Research on the relationship between effectively integrating brand components and customer engagement in short video product placement is not comprehensive. Can product placement in short videos impact brand image?

Therefore, a significant research gap exists regarding how product placement in short videos influences brand image and consumer perceptions. Specifically, it remains unclear whether the integration of brand elements within short video content enhances brand image and encourages consumer engagement and purchase intention.

The research aims to investigate the impact of short video clips on product placement and branding in the contemporary digital marketing landscape. This dissertation seeks to examine how product placement in short videos affects brand image within the contemporary digital marketing context.

1.4. Research gap

Product placement is a distinct form of brand communication that involves the incorporation of products or brand identifiers into entertainment content, such as movies, television shows, and digital media, with the intention of influencing the perceptions and behaviors of consumers (Balasubramanian, 1994). Gupta and Lord (1998), Russell (2002), and Homer (2009) are just a few examples of studies that have focused on the impact of product placement on brand recall, recognition, and attitude formation. This is despite the fact that there has been a significant amount of research conducted on the effectiveness of product placement. The relationship between product placement and brand image has been investigated in several previous studies, either in a roundabout way or in isolation from other factors that

have an impact. There have been several studies that have concentrated on placement characteristics, such as prominence, modality, and plot connection, and their effects on memory and persuasion (for example, Law & Braun, 2000; D'Astous & Chartier, 2000). Other studies have investigated the effects of placement on attitudes and behaviors in traditional media contexts (for example, Matthes et al., 2007; Cowley & Barron, 2008). Despite the growing body of research, previous studies have yet to address several important gaps in literature.

First, while product placement has traditionally been examined in contexts such as movies, television shows, and video games (Russell, 2002; Homer, 2009; Ferguson & Burkhalter, 2015; Burkhalter & Thornton, 2012), its presence has now expanded into a wide range of digital media platforms, including news websites, social networks, and short-video applications (Guo et al., 2019). Despite this shift, scholarly attention to product placement in online platforms remains limited, particularly in short-video formats such as TikTok, Instagram Reels, and YouTube Shorts, which have become dominant in contemporary media consumption. Emerging studies suggest a deeper exploration of product placement disclosure in online environments, as consumer information processing in these settings differs significantly from traditional media (Guo et al., 2019; Fossen & Schweidel, 2019). Furthermore, research suggests the importance of investigating how different formats, such as images versus short-form videos, affect engagement and advertising effectiveness on social platforms (Rutter et al., 2021). However, with the exception of Liu's (2021) work, there is a lack of empirical research on the impact of short-video product placement, especially in relation to brand-related outcomes such as image and positioning. Although understanding of audience reactions to brand placement is expanding, empirical studies examining its effects are still relatively limited (Van Reijmersdal et al., 2009). Although traditional media has extensively researched product placement, its effectiveness on short-video platforms remains underexplored. In particular, little is known about how brand placement in these emerging media influences consumer perceptions and brand image.

Second, the Information Adoption Model explains how individuals accept and use information based on its perceived usefulness and argument quality, which in turn shape their attitudes and behaviors (Sussman & Siegal, 2003). Previous studies have applied IAM to various contexts, such as electronic word-of-mouth, demonstrating

that argument quality and source credibility enhance the perceived usefulness of information and ultimately drive adoption (Arumugam & Omar, 2016; Cheung, Lee, & Rabjohn, 2008). More recent studies have extended IAM to mobile messaging applications, with scholars calling for further research on other digital channels such as social media advertising (Elwalda, Erkan, Rahman, & Zeren, 2022). Research has also confirmed that information adoption directly shapes purchase intention and strengthens brand recognition, emphasizing the importance of useful brand information in consumer decision-making (Gökerik et al., 2018; Erkan & Evans, 2018; Khoa, 2021; Xin & Lim, 2025). While prior studies grounded in IAM have consistently shown that perceived usefulness strongly influences information adoption and purchase-related outcomes (Gökerik et al., 2018; Erkan & Evans, 2018; Khoa, 2021), most of this research has conceptualized adoption primarily as an outcome variable. Little attention has been given to the role of advertising adoption as a mediating role in the relationship between perceived usefulness and brand image.

Third, social media influence moderation has been identified as a key factor in previous studies, including its function in the relationship between social media use and job burnout (Han et al., 2020) and the dynamic between influencers and their followers (Khan et al., 2022). Studies on product placement in TV shows indicate that viewers' engagement with the material can impact and be impacted by the reactions of other viewers, as outlined in McCracken's (1989) meaning transfer model and Ritson and Elliott's (1999) model of the social uses of advertising. Both viewers and others tend to overestimate the impact of socially acceptable messages, including public service announcements (Gunther and Thorson 1992). Previous research has shown a connection between social media impact and customers' buying intentions (Erkan & Evans, 2016; Hutter et al., 2013). Backaler and Shankman (2019) state that the impact of social media is determined by the capacity of social media influencers to gather a significant number of followers, thereby maximizing the audience for their messages. Additional empirical research is required to comprehend the decision-making process among young people influenced by social media, as suggested by Ngai et al. (2015). Prior research has focused on the efficacy of product placement but has considered short video snippets and the impact of social media influence (Erkan & Evans, 2016; Hutter et al., 2013). Previous research has examined perceived usefulness and advertisement adoption

(Liu, 2021) as well as the influence of social media on the adoption and sharing of advertisement information (Akehurst, 2009). However, there is a lack of comprehensive research examining these factors both individually and in combination. There is a significant gap in the literature about how social media influence moderates the relationship between perceived usefulness and advertisement adoption.

Four, brand familiarity has been widely recognized as a key factor influencing various aspects of consumer behavior and advertising effectiveness. Prior research has established its significant role in shaping the relationship between advertising attitude and brand attitude, cross-media effects, consumer expertise, product evaluation, and the impact of ad placement characteristics such as plot connection and prominence on brand attitude (Rhee & Jung, 2018; Huang & Zhou, 2016; Herédia-Colaço et al., 2017). Additionally, brand familiarity has been shown to mitigate the influence of placement visibility on brand attitude (Verhellen et al., 2015) and to act as a moderating variable in the relationship between consumer knowledge adoption and online purchasing behavior (Rahman & Mannan, 2018). Scholars have further noted that consumers are more likely to engage with advertising from familiar brands, often to update their existing brand knowledge (Campbell & Keller, 2003). While these findings emphasize the strategic importance of brand familiarity, most prior studies have concentrated on traditional advertising environments, offering limited insight into their role within emerging digital media contexts. For instance, although brand familiarity has been found to moderate the relationship between brand credibility and purchase intention (Martí-Parreño, 2022) and influence decision-making processes under varying conditions of brand recall and perceived risk (Gefen, 2000; Morgan et al., 2021), its function in more immersive and interactive advertising settings remains underexplored. Zhu and Chang (2015) demonstrated the moderating effect of product familiarity in social gaming environments; however, research is still lacking on how brand familiarity interacts with contemporary advertising formats such as influencer marketing, celebrity endorsements, and realistic versus fictitious advertising stimuli. Understanding how brand image is influenced by advertising content and consumer familiarity with the brand is necessary to improve short-form advertising's strategic efficacy. Especially, the role of brand familiarity in moderating the relationship between advertising adoption and brand image within short video placements has

not been sufficiently investigated. of short-form advertising. Therefore, this study seeks to address this gap by examining the moderating role of brand familiarity in the relationship between adoption of advertising and brand image in short video contexts.

Finally, prior research has demonstrated that social media plays a crucial role in promoting the acceptance of new products, highlighting the influence of social dynamics on advertising uptake (Cao et al., 2021). Several studies have pointed to the need to better understand how emotional responses shape consumer reactions to short video ads and their influence on ad acceptance (Gomez et al., 2020). Moreover, consumer receptiveness to advertising has been shown to depend on various factors, including technological advancements, cultural influences, advertising content, brand recognition, and the interactive features of digital platforms (Chan, 2004; Cao et al., 2021). Brand familiarity is another important determinant of consumer response. Prior research has shown that familiarity fosters more positive brand evaluations (Janiszewski, 1993; Holden & Vanhuele, 1999) and enables consumers to process brand-related stimuli more efficiently through heuristic processing (Fiske, 1982). Familiarity also enhances advertising effectiveness by improving attention and memory (Pieters et al., 2017) and by reducing competition interference (Kent & Allen, 1994). Consequently, familiar brands are more likely to generate favorable attitudes and purchasing behavior (Rose et al., 2016). Evidence further suggests that online and social media advertising are particularly effective in strengthening brand familiarity and shaping customer attitudes (Ladeira et al., 2022; Morgan et al., 2021). In addition, research has consistently shown that social media exerts a strong influence on brand outcomes, including brand image, brand awareness, brand familiarity, and brand loyalty (Bilgin, 2018; Sanny et al., 2020; Barreda et al., 2020; Hidayat & Khoirunnisaa, 2022). Digital platforms not only facilitate relationship-building but also leverage user data to foster engagement and strengthen brand image (Binder & Hanssens, 2015; Hollandebeek, 2011). Social media has also been shown to shape consumer decision-making and behavioral intentions by influencing attitudes toward advertising (Gaurav & Ray, 2020; Zhang & Mao, 2016). More recently, scholars have called for research that investigates video-specific content on social media and its influence on branding and marketing, particularly in the context of luxury brands (Lee, Hur, & Watkins, 2018). Despite this progress, significant gaps remain. Much of the existing work has focused on social media's individual effects

on advertising adoption, brand familiarity, or brand image, while few studies have examined their combined influence. In particular, little research has investigated the complex interrelationships between social media influence, brand familiarity, and advertising adoption in shaping brand image. Further research is necessary to explore the interaction between familiarity with a brand and social influence, given their potential interdependence. Addressing this gap will deepen understanding of how the interplay between social media influence, brand familiarity, and advertising adoption shapes brand image, offering a more comprehensive perspective on consumer responses to short video advertising.

1.5. Research Question and Research Objectives

The main research question is: **What factors influence product placement of short videos on brand image?** Establishing sub-research questions is imperative for providing a precise answer to the research problem.

Previous studies have demonstrated that product placement can influence consumer attitudes, brand recall, and brand perceptions across traditional media contexts such as films, television programs, and video games (Russell, 2002; Cowley & Barron, 2008; Homer, 2009). With the rapid growth of social media and short-video platforms, product placement has evolved into a more interactive and integrated marketing approach. At the same time, the Information Adoption Model (IAM) explains how individuals evaluate and adopt information based on argument quality, source credibility, and perceived usefulness (Sussman & Siegal, 2003). Although IAM has been widely applied in online communication and electronic word-of-mouth contexts (Cheung et al., 2008; Erkan & Evans, 2018), limited research has explored its application in explaining how short-video product placement influences brand-related outcomes. Therefore, the following research question is proposed:

- **Research Question 1:** How does product placement of short videos affect brand image via the Information Adoption Model?

The Information Adoption Model suggests that individuals are more likely to accept and utilize information when they perceive it as useful and credible (Sussman & Siegal, 2003). Prior studies have confirmed that perceived usefulness significantly influences information adoption and consumer decision-making in online

environments (Erkan & Evans, 2018; Gökerik et al., 2018). However, most research has treated information adoption primarily as a direct outcome rather than examining its potential role as a mediating mechanism between informational perceptions and brand-related outcomes. In the context of short-video advertising, understanding whether advertising adoption mediates the relationship between perceived usefulness and brand image remains underexplored. Therefore, this study proposes the following research question:

- **Research Question 2:** Does advertising adoption mediate the relationship between perceived usefulness and brand image among consumers?

Social media platforms have become an influential environment where consumers interact with brands, influencers, and peer-generated content. Prior research indicates that social media influence can significantly shape consumer attitudes, behavioral intentions, and advertising acceptance (Erkan & Evans, 2016; Hutter et al., 2013). In digital environments, consumers often rely on social cues such as peer opinions, likes, shares, and influencer endorsements to interpret advertising messages. Despite this growing importance, limited research has examined how social media influence moderates the relationship between perceived usefulness and advertising adoption in short-video advertising contexts. Therefore, the following research question is proposed:

Research Question 3: Does social media influence moderate the relationship between perceived usefulness and advertising adoption?

Brand familiarity has long been recognized as an important factor influencing consumer responses to marketing communications. Prior studies suggest that consumers are more likely to trust, evaluate positively, and engage with brands they are familiar with (Campbell & Keller, 2003; Gefen, 2000). Familiar brands also tend to benefit from stronger memory associations and lower perceived risk during decision-making processes. While previous research has examined the effects of brand familiarity on advertising attitudes and consumer behavior, its role in moderating the relationship between advertising adoption and brand image in emerging digital advertising environments remains insufficiently explored. Therefore, the following research question is proposed:

Research Question 4: Does brand familiarity moderate the relationship between advertising adoption and brand image?

Recent research highlights that consumer responses to digital advertising are influenced by multiple interacting factors, including social influence, brand familiarity, and information adoption processes (Bilgin, 2018; Barreda et al., 2020). Social media environments amplify these dynamics by enabling rapid information sharing and social validation through influencers and peer interactions. Although previous studies have investigated the individual effects of social media influence and brand familiarity, relatively little research has examined their combined interactive effects on advertising adoption and brand image. Understanding these complex relationships is particularly important in short-video advertising contexts where social influence and brand familiarity may jointly shape consumer perceptions. Therefore, the following research question is proposed:

Research Question 5: Does social media influence moderate the moderation of brand familiarity in the relationship between advertising adoption and brand image?

The specific objectives in the thesis are as follows: **The main objective of this study is to investigate the effects of product placement in a short video on brand image.**

- Research objectives 1: To examine the effect of short video product placement via the information adoption model on brand image.
- Research objective 2: To examine the mediating role of advertising adoption in the relationship between perceived usefulness and brand image among consumers
- Research objective 3: To investigate the role of social media influence in moderating the relationship between perceived usefulness and advertising adoption.
- Research objective 4: To investigate the role of brand familiarity in moderating the relationship between advertising adoption and brand image.

- Research objective 5: To investigate the moderate influence of social influence on the moderation of brand familiarity in the relationship between advertising adoption and brand image.

2. LITERATURE REVIEW

2.1. Overview of product placement

Product placement has a long history as a marketing practice, beginning as early as the 1890s with Lumière and Edison, becoming systematic by the 1920s, and spreading widely through tie-ups in the 1930s-1940s. It gradually gained traction in films and television during the 1950s-1970s, though with mixed acceptance, before achieving global recognition in 1982 through the iconic placement of Reese's Pieces in *E.T.* (Newell, Salmon, & Chang, 2006). Conceptually, product or brand placement refers to the paid integration of branded products into media content with the aim of influencing audiences in a subtle and unobtrusive manner, with the term "brand placement" often considered more precise since most practices involve specific brands rather than generic products (Balasubramanian, 1994; Karrh, 1998). The rise of product placement has been attributed to several factors. Advertisers increasingly seek to leverage the immersive qualities of films, television, and other media to deliver persuasive messages. As Morton and Friedman (2002) suggest, its appeal lies in the ability to cut through traditional advertising clutter, offering audiences brand exposure within narrative contexts that are more engaging and less disruptive.

Over time, product placement has expanded across multiple formats, including video games, videotapes, cinema, and music videos. In video games, product placement first appeared through brand-centered titles and mascots, later evolving into more seamless integrations where characters naturally use branded products, such as athletes wearing Adidas uniforms or racing teams relying on Castrol motor oil (Glass, 2013). Similarly, in music videos, product placement has become a powerful form of "advertainment," blending promotional messages with entertainment (Kretchmer, 2004). Research highlights that such integrations, including controversial examples like electronic cigarette placements, can shape consumer behavior by increasing the likelihood of product use, particularly among younger audiences. Even when disclosures are provided, studies suggest that viewers still

tend to form favorable attitudes toward the placed brands (Matthes & Naderer, 2016). As social media platforms continue to grow, their effectiveness hinges on factors like product prominence and presentation. Subtle product placements within short-form video content have been found to positively influence viewers' attitudes toward advertising and enhance their intention to engage with the promoted products (Liu, Chou, & Liao, 2015).

2.2. Product Placement in Short Video Platform

During the current era of short-video popularity, platforms will widely distribute advertisements for engaging short videos, considering them high-quality content (Liu, 2021). Short videos frequently have succinct narratives, enabling viewers to grasp essential ideas effectively (Yan et al., 2023). Vertical videos are displayed in a unique format different from the widescreen formats commonly seen in movies, television, and standard video platforms (Yan et al., 2023). Short videos have low technical requirements, making it easier for viewers to publish and explore their chosen video material (Yan et al., 2023). Due to the advanced data analytics capabilities of short video platforms, content can be accurately tailored to users' preferences. The most significant difference between product placement in short videos and film and television works is that short videos can be created with the advertised product as the main body, allowing the video's content to revolve around the advertised product and achieve a high degree of integration between the product and the video (Deng & Xie, 2022).

Forbes reports that short-form material is becoming increasingly popular, especially among younger demographics. Research suggests that short videos have become the favored way for consumers to learn about a brand's products or services (Cao et al., 2021). Based on Ma et al. (2020), they emphasized the substantial increase in short videos for content marketing, emphasizing the rising significance of short video marketing in effectively engaging customers. Prior research indicated that short video clips can improve consumers' perceptions of quality in comparison to long videos (Ma et al., 2020; Lin et al., 2022). According to Ma et al. (2020), short video product placements are more effective than longer ones because they provide vivid, emotionally attractive, and realistic descriptions. Shorter video placements have a more significant impact on product attitude and purchasing intention compared to

longer videos (Yao & Huang, 2017). When product placement occurs in a video can greatly impact how acceptable it is to the viewer, as placements in the second half of videos are more likely to be accepted (Chen et al., 2024). According to Lin et al. (2022), a recent study emphasized the increasing popularity of companies utilizing short video platforms as a novel method for product distribution.

Product placement has evolved from being viewed only as an innovative marketing strategy to achieving what several scholars refer to as a “celebrity status” in modern media environments (Homer, 2009). Nowadays, where people are exposed to too many ads and have different interests, this strategy gives marketers a more gentle and effective way to shape how consumers feel about products. Following this evolution into short-form video, platforms such as TikTok have turned product placement into a highly interactive, fast-paced format in which influencers and Key Opinion Leaders can incorporate branded products directly into bite-sized entertainment. A beauty influencer, for example, could demonstrate a skincare routine using a sponsored moisturizer, blending the placement into a relatable "get ready with me" video that feels genuine rather than overtly commercial. Similarly, for instance, a fitness KOL could promote a specific brand of protein shake during a workout challenge, making the brand appear as a natural part of the content rather than a disruptive advertisement. These integrations follow the same logic as product placement in films, embedding brand messages within a narrative, but TikTok's algorithm-driven discoverability and viral potential accelerate their impact. In this environment, brand deals not only fund influencer content in the same way that product placement does for film production, but they also provide targeted, community-specific exposure that can reach millions of viewers in hours, increasing both brand awareness and cultural relevance.

2.3. Theoretical Framework of Research

This study draws on two complementary theoretical perspectives, the Information Adoption Model and Social Influence Theory, to explain how product placement in digital environments can strengthen brand image. The study also explores how social media influence and brand familiarity moderate this relationship. Taken together, these theories provide a comprehensive framework for understanding the dynamic

interplay between product placement, perceived usefulness, adoption of advertising, and the enhancement of brand image.

2.3.1. Information Adoption Model

The Information Adoption Model (IAM), introduced by Sussman and Siegal (2003), synthesizes two foundational theories, such as Davis's (1989) Technology Acceptance Model and Petty and Cacioppo's (1981) Elaboration Likelihood Model (Figure 1). The model integrates the emphasis on perceived usefulness from the Technology Acceptance Model with the dual-route processing framework of central and peripheral routes from the Elaboration Likelihood Model (Bhattacharjee & Sanford, 2006).

IAM explains a comprehensive lens to examine how individuals adopt information in computer-mediated communication settings, including email, social media, online forums, and content-sharing platforms (Sussman and Siegal, 2003). The model comprises four key constructs: argument quality, source credibility, information usefulness, and information adoption. It suggests that individuals are more likely to accept and integrate information when it is perceived as useful, credible, and persuasive. Sussman and Siegal (2003) conceptualized IAM to explain how people absorb, evaluate, and internalize information shared through digital communication. The model posits that argument quality, processed via the central route, and source credibility, processed via the peripheral route, jointly influence perceptions of information usefulness, ultimately affecting the likelihood of information adoption (Song et al., 2021). Argument quality refers to the strength and logical soundness of the message content, which includes dimensions such as accuracy, relevance, comprehensiveness, and timeliness (Bhattacharjee & Sanford, 2006; Sussman & Siegal, 2003). When arguments are perceived as high in quality, individuals are more likely to engage in critical evaluation and cognitive elaboration, leading to more enduring attitude change.

In contrast, source credibility relates to the audience's assessment of the trustworthiness, expertise, and authority of the information source, regardless of the actual content (Chaiken, 1980; Petty & Cacioppo, 1986). In digital environments saturated with information, such as social media, users often rely on heuristic cues, including the popularity of the source, the influencer's reputation, or platform

familiarity, to make quick judgments about credibility (Hussain et al., 2017). The perceived reliability of the source thus significantly impacts whether individuals choose to engage with and adopt the information. Information adoption occurs when individuals not only cognitively process the content but also integrate it into their beliefs or behaviors, often leading to actions such as feedback, sharing, or purchase decisions (Cheung, 2008). Empirical studies, such as those by Rahaman et al. (2022), Chu and Kamal (2008), and Tam and Ho (2005), have demonstrated the model's applicability in online contexts, particularly in assessing the persuasive effectiveness of messages on websites and social media.

In the context of product placement in short videos, IAM presents a valuable perspective for understanding how brand messages subtly integrated into natural view, shape consumers in the way they adopt the information, and it helps to enhance brand image. Argument quality can be seen in how seamlessly a product is integrated into a storyline or how well it demonstrates value through the content. At the same time, source credibility plays a crucial role when trusted influencers or public figures endorse a product, as they leverage parasocial relationships to enhance persuasive impact (Chung & Cho, 2017). Finally, information usefulness, whether functional or symbolic, determines the degree to which consumers internalize the message in the short video placement.

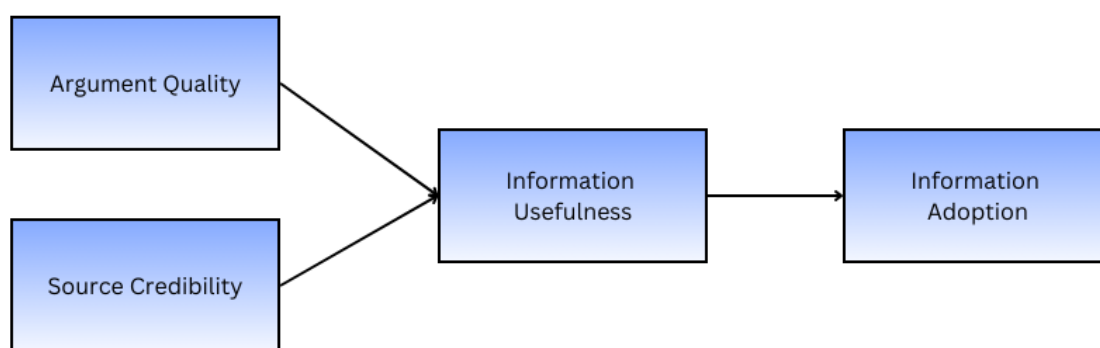


Figure 1: Information Adoption Model. Source: (Sussman and Siegal, 2003)

2.3.2. Social Influence Theory

Social Influence Theory (SIT) (Deutsch & Gerard, 1955) provides a foundational framework for understanding how individuals' attitudes, beliefs, and behaviors can be shaped by the presence or actions of others (Figure 2). According to this theory, social influence operates through two primary mechanisms: normative social influence and informational social influence. Normative social influence refers to the tendency of individuals to conform to the expectations of others to be liked, accepted, or avoid social rejection (Deutsch & Gerard, 1955). This often leads to public compliance, where individuals outwardly agree with a group without necessarily adopting the belief internally. On the other hand, informational social influence occurs when individuals accept information from others as evidence of reality, especially in ambiguous situations (Deutsch & Gerard, 1955). This form of influence typically results in private acceptance, where individuals internalize the attitudes or behaviors they observe in others, believing them to be correct or valid.

Normative social influence, when applied to product placement in short videos, shapes consumer engagement by signaling social approval and prompting viewers to conform to perceived trends through public cues such as likes, shares, and comments on platforms such as TikTok, Instagram Reels, and YouTube Shorts. Individuals may perceive widely shared content as valuable, humorous, or credible, leading them to engage in it. These metrics function as social validation signals, indicating what is currently popular, trendy, or socially approved. Users often conform to these perceived social norms by interacting with or mimicking widely liked content. Products subtly featured in viral videos, whether through influencer content, branded challenges, or everyday user-generated posts, gain social approval by association. As viewers encounter a product featured in a video with high levels of engagement, they may experience social influence to also like, share, or even act on the content, such as considering or purchasing the product in order to align with the perceived social norm. Denisova (2021) defines "viral" as material with the potential to spread rapidly. Social media platforms like Facebook and Twitter disseminate this information through textual content and links (Samanta & Papageorgiou, 2021). Additionally, visual content such as photographs on Instagram, as well as audio-visual content like videos and music tracks on platforms like YouTube and TikTok, serve as additional channels for the transmission of this

information (Samanta & Papageorgiou, 2021). All of this social media intertwined music, stories, and marketing to produce a short video product placement that provided information about the brand to the audience. This may lead consumers to adopt the information presented in short video advertisements or develop a preference for the brand's image. On the other hand, individuals accept information provided by others as a form of proof regarding the nature of reality (Deutsch & Gerard, 1955).

Informational social influence is a phenomenon that results in conformity, as individuals see the judgments and behaviors of others as valuable sources of information (Peng et al., 2017). Consumers interpret the frequent appearance of well-known brands in product placements, influencer content, or online reviews as a form of collective validation, presuming that others have tested, used, or approved of the brand. This is indicative of the fundamental principle of informational influence, the inclination to depend on the perceived knowledge and actions of others to make accurate decisions. In environments such as social media, where users are exposed to a continuous stream of consumer choices and endorsements, brand familiarity reduces perceived risk and functions as a shortcut to decision-making. Moreover, when these product placements occur in content created by popular influencers or widely followed peers, the persuasive effect is intensified. Users not only become familiar with the brand but also associate it with social validation and peer approval. According to the mere exposure effect (Janiszewski & van Osselaer, 2000), repeated exposure to a brand increases the likelihood of preference, even without conscious persuasion. When consumers see well-known brands frequently featured in product placements, influencer content, or online reviews, they interpret this visibility as a form of collective validation, assuming that others have tested, used, or approved of the brand.

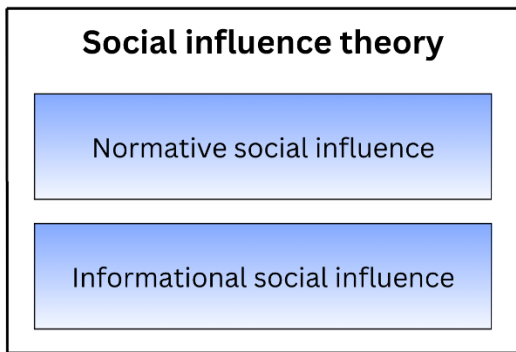


Figure 2: Social Influence Theory. Source: (Deutsch & Gerard, 1955)

2.3.3. Product relevance

Relevance plays a central role in product placement, as it influences both memory and persuasion outcomes. Russell (2002) demonstrated that the degree of fit between modality and brand plot connection significantly affects recall and persuasive impact. Similarly, both industry practices and academic research emphasize the importance of presenting the product in ways that feel authentic, such as through visual prominence, conversational references, and integration into the storyline (Panda, 2004; Russell, 1998; Russell, 2002). Relevance ensures that endorsements appear genuine and credible rather than forced or artificial. Placement integration refers to the extent to which the brand has a role in relation to the story and contributes to the construction of the characters or the plot (Russell, 1998). More integrated placements will be remembered and evaluated more favorably than those that appear in the story without having a significant impact on its development. Placement integration into the plot may also help to disguise the commercial's intent and reduce the viewer's perception of the persuasive attempt, lowering the risk of persuasive knowledge activation and, as a result, reactance defensiveness (Bhatnagar et al., 2003).

Influencer marketing expresses relevance by aligning the influencer's personal brand with the values of the promoted product. Influencer brand fit is therefore a key determinant of effective communication, as influencers whose image and expertise are congruent with brand values are more likely to foster positive attitudes and

enhance message persuasiveness (Akhtar et al., 2024). When image congruence is present, influencers convey the brand through their appearance, personality, behavior, expressions, and preferences, enabling consumers to develop a deeper appreciation of the brand's appeal (Reinikainen et al., 2020).

2.3.4. Emotional Appeal

Emotions have a major effect on how consumers engage with advertising, influencing attention, perceptions, information adoption, and purchase intentions. Rather than functioning as passive reactions, emotions act as psychological drivers that determine how individuals process and respond to marketing messages. Advertisers often use emotional triggers to tie brand messages to people's feelings, making it easier for consumers to form genuine and lasting connections with the brand (Vrtana & Krizanova, 2023). When a product fulfills an emotional function in consumers' lives, this connection can extend beyond individual purchases to influence entire product categories.

Emotional appeals operate by arousing specific feelings to make advertisements more persuasive and memorable (Chen et al., 2022). Research demonstrates that an emotional tone effectively captures attention, enhances recall, and highlights product benefits in relatable ways (Jin & Villegas, 2007). Such advertisements are especially common in service marketing, where they help individuals with limited experience of the offering develop positive feelings toward it (Mattila, 1999). As a persuasion strategy, emotional appeals often frame product attributes as consumer benefits, making messages more influential and encouraging favorable attitudes and purchase intentions (Lee et al., 2013; Dahlen et al., 2010).

Beyond this, emotional appeals satisfy psychological and social needs by building connections linked to the brand (McKay-Nesbitt et al., 2011). Advertisers establish powerful and often subconscious associations between companies and consumers by eliciting emotions such as happiness, love, pride, fear, grief, and nostalgia (Panda et al., 2013). These associations enhance brand recall, strengthen customer loyalty, and increase purchase likelihood. They also simplify the processing of complex product information by connecting it to emotional memories. Unlike earlier models that viewed emotions as antecedent states, contemporary research recognizes that emotions can be intentionally elicited through nonverbal cues, such as visuals,

music, and tone (Jin & Villegas, 2007). Effective emotional appeals therefore have a positive impact on consumer attitudes toward both advertising content and brands as a whole (Aslam et al., 2016; Lee & Hong, 2016).

2.3.5. Product influencer fit

Product influencer fit refers to the degree of alignment between an influencer's characteristics and the values, image, or attributes of a brand or product. This congruence is critical because it determines how authentic and credible the endorsement appears to consumers. Marketers are therefore tasked with selecting influencers whose personal brand identity and expertise are consistent with their marketing objectives (Kamins & Gupta, 1994). Influencers frequently position themselves as advocates for a particular field of interest, such as beauty, fitness, or gaming (Janssen, Schouten & Verspaget, 2020). They create a distinct identity by combining their personal image, personality, expertise, and consistent posting history, strengthening the link between who they are and the type of content they share. In this context, influencer product congruence refers to the degree of similarity between an influencer's organic content products and topics that appear naturally in their feed and the product or brand featured in a sponsored post.

Scholars emphasize that the type of endorser plays a decisive role in shaping product brand associations. Influencers frequently position themselves as experts within niche domains, such as fitness, gaming, or beauty, which strengthens the perceived authenticity of their endorsements in those areas (Janssen, Schouten & Verspaget, 2020). When influencers possess relevant experience or expertise, the perceived fit between the product and the endorser increases, thereby enhancing message credibility and persuasiveness (Till & Busler, 1998; Erdogan, 1999). For example, when people were in brand focus mode, they were concerned about whether the celebrity "fit" the product. If the celebrity matched well (for example, an athlete endorsing sports shoes), the response was much more positive than if the celebrity matched poorly. In general, product influencer fit reflects the degree of congruence between the influencer's traits and the product's attributes, which has been shown to significantly influence the effectiveness of influencer marketing campaigns (Kamins, 1990; Until & Busler, 2000).

Prior research consistently demonstrates that endorsements are more persuasive when the influencer's knowledge, expertise, and image align closely with the promoted product. This alignment increases the perceived trustworthiness of the information, improves product evaluations, and enhances purchase intentions (Kamins, 1990; Until & Busler, 2000). Because influencers build their reputation and credibility within specific niches, they are often regarded as more authentic and knowledgeable sources than traditional celebrities (Erz & Christensen, 2018). Consequently, product influencer fit is particularly crucial, as mismatched endorsements can weaken credibility and diminish consumer confidence (Djafarova & Rushworth, 2017). Importantly, a strong fit benefits both parties: it strengthens consumer purchase intentions while also enhancing the influencer's credibility. High congruence between the influencer, the consumer, and the product increases perceptions of relevance and trust, which in turn facilitates information adoption, fosters favorable brand attitudes, and leads to stronger recommendations and purchase intentions (Belanche et al., 2021a, 2021b).

2.3.6. Trustworthiness

Trustworthiness is a central dimension of source credibility and refers to the perception of an endorser's honesty, integrity, and reliability. Early research conceptualized it as the level of confidence and acceptance that message recipients hold toward a communicator and their content (Ohanian, 1990; Erdogan, 1999). In marketing contexts, trustworthiness reflects the degree to which consumers regard a source as credible and dependable, making it a critical factor in shaping brand placement outcomes (Sussman & Siegal, 2003; Wiedmann & Mettenheim, 2020).

Social media influencers are often perceived as more trustworthy than traditional celebrities because they typically share personal experiences and product recommendations in authentic, real-life contexts. This authenticity enhances the sense of honesty and credibility attributed to their endorsements, which in turn fosters stronger consumer engagement (Evans et al., 2017; Uzunoglu & Kip, 2014). Moreover, influencers frequently build reputations within specific niches such as beauty, fitness, or gaming, and this domain-specific expertise reinforces perceptions of competence and knowledgeability, further strengthening the persuasive impact of their endorsements (Erz & Christensen, 2018).

The alignment between an influencer and the promoted product also has an important effect on its perceived trustworthiness. High product endorser fit, where the influencer's image and expertise match the brand's values and attributes, boosts credibility, increases purchase intentions, and facilitates consumer acceptance of advertising messages (Kamins, 1990; Djafarova & Rushworth, 2017). On the contrary, poorly matched endorsements may undermine trust and damage both the influencer's and the brand's reputation. As a result, trustworthiness not only provides marketers with an effective channel to reach audiences but also directly influences consumer decision-making, shaping attitudes toward the brand and guiding purchasing behavior.

2.3.7. Influencer popularity

Influencer popularity refers to the extent to which an influencer is able to attract, engage, and maintain the attention of their audience. It is often measured through indicators such as follower count, audience engagement levels, and reputation within a specific target group (Fitriasari et al., 2025). Well-known influencers can effectively capture consumer interest, boost brand visibility, and drive higher engagement with promoted products (Ladhari et al., 2020). Their ability to command attention and shape consumer perceptions has positioned influencers as a distinct and highly impactful tool in modern marketing strategies (Rutter et al., 2021).

Scholarly work suggests that popularity is not only a reflection of follower numbers but also of social influence indices such as dominance, network centrality, and prestige (Parkhurst & Hopmeyer, 1998). Popular influencers are often perceived as more credible when they showcase products in authentic, everyday contexts, which contributes to favorable brand evaluations and enhances the effectiveness of product placements (Russell & Rasolofoarison, 2017). Importantly, popularity also facilitates the symbolic transfer of meanings from the influencer to the brand, with perceived congruence between the influencer's popularity and the endorsed brand strengthening purchase intentions (Ceylan & Hayran, 2025). Non-celebrity influencers, for example, are often considered more relatable and trustworthy than traditional celebrities, which makes consumers more receptive to their recommendations and increases purchase intentions (Ren et al., 2023). As a result, an influencer's popularity not only increases a brand's visibility and awareness but

also enhances the perceived authenticity of their endorsements, making them more persuasive in shaping consumer decisions.

2.3.8. Social media influence

Social media platforms have become central to communication and marketing, enabling users to connect, share content, and actively engage in interactions that build and maintain social relationships. The visibility and popularity of content often influence individuals in these environments. Research shows that consumers place higher trust in content shared by popular reviewers (Liu & Park, 2015), while posts with large numbers of likes are more likely to attract attention (Xu & Liu, 2019). Moreover, follower size has been directly associated with increased sales in industries such as apparel and music (Saboo et al., 2016). These findings illustrate how social media platforms serve not only as spaces for interaction but also as powerful tools for consumer engagement with brands, where activities such as sharing, commenting, and liking directly affect visibility and influence (Dulek & Saydan, 2019).

Social media influence is generally defined as the ability of an individual to shape the opinions, behaviors, and purchasing decisions of others within these digital networks (Lim et al., 2017). Influencers in particular have been shown to affect a wide range of outcomes, including self-perceptions, brand image, purchase intentions, and even political beliefs (Hermenda et al., 2019). Social networking sites enable consumers to access product-related information from peers who have prior experience, thereby extending traditional word-of-mouth into the online environment (Hennig-Thurau et al., 2010; Stephen & Toubia, 2010). Importantly, peer influence online operates much like offline interactions, where friends and social ties exert a significant impact on product adoption and consumption choices (Mesch & Talmud, 2006; Reich et al., 2012).

The processes of social media influence are established in informational and social learning processes. Consumers interpret peer-generated content, such as online reviews or video comments, as valuable cues for evaluating products (Cheung et al., 2014). Observing others' behaviors allows individuals to draw inferences and internalize information they perceive as useful for decision-making (Park & Lessig, 1977; Bearden et al., 1989). For example, positive audience comments on short-

video platforms can encourage similar attitudes among other viewers, reinforcing shared perceptions. Informational influence, in particular, strengthens consumer confidence by reducing uncertainty and creating a sense of consensus around a product's credibility (Pham, 2009; Flanagin & Metzger, 2013). In this way, social media influence functions as a powerful driver of consumer trust, product adoption, and purchasing behavior.

2.3.9. Perceived usefulness

Perceived usefulness is defined as an individual's belief in the extent to which a system or source of information enhances task performance or decision-making. Within the context of information adoption, it is considered a crucial determinant, as people are more likely to engage with and adopt information, they consider valuable and relevant (Li, Wang & Chang, 2023). When information is presented in a persuasive and credible manner, it is more likely to be perceived as useful, thereby influencing the likelihood of adoption (Filieri, 2015). In advertising, perceived usefulness reflects the degree to which consumers believe that the promotional content provides meaningful and actionable product knowledge. For instance, in short-video product placement, viewers' judgments of usefulness depend on their assessment of whether the embedded product information benefits them or aligns with their needs (Liu, 2021). If consumers perceive that the information improves their understanding of a product or helps them make better purchasing decisions, they are more likely to adopt the message.

From this perspective, short-video product placements can be understood as a "delivery tool" for transforming product or service information into a format that audiences consider engaging, relevant, and beneficial. By presenting content in a credible and relatable manner, product placements enhance the perceived usefulness of the information, which in turn increases consumer receptivity, positive attitudes, and purchase intentions (Zhu & Chang, 2015). Therefore, in this study, perceived usefulness is defined as the extent to which consumers believe that short-video product placement advertising provides valuable, relevant, and credible information that supports their decision-making and purchasing behavior.

2.3.10. Advertising Adoption (Ad Adoption)

Information adoption refers to the process by which individuals engage with external opinions, recommendations, or comments to guide their decision-making (Sussman & Siegal, 2003). It involves evaluating the validity of information and determining whether it should be accepted as meaningful and relevant (Chang & Wu, 2014). This phenomenon is often observed in persuasive contexts such as product placements, where the perceived credibility of the source becomes a critical factor in shaping acceptance (Watts & Zhang, 2008).

Cheung et al. (2008) describes information adoption as the deliberate engagement of consumers with task-related information that supports their decisions, often leading to changes in attitudes or behaviors. The likelihood of adoption is influenced by several factors, including the quality, usefulness, and credibility of the information, as well as the reliability of its source or delivery medium (Shen et al., 2016). Prior studies indicate that information credibility has a significant impact on both perceived usefulness and adoption, as consumers are more likely to adopt messages they perceive as valuable and useful to them (Ngo et al., 2024).

In the context of short-video advertising, information adoption is particularly relevant because product placements act as a channel for delivering persuasive yet subtle brand messages. Viewers assess whether the advertising information embedded in short videos is useful, credible, and aligned with their needs (Liu, 2021). When consumers perceive the message as beneficial, they are more likely to adopt the information, form favorable attitudes toward the brand, and translate these perceptions into purchase intentions. Therefore, in this study, information adoption is defined as the process by which consumers evaluate and accept short-video product placement content as useful, credible, and relevant, leading to informed decision-making and behavioral intentions.

2.3.11. Brand familiarity

Brand familiarity is a fundamental concept in consumer behavior, referring to the extent of knowledge or recognition a consumer has of a brand through repeated exposure and accumulated experiences. Alba and Hutchinson (1987) conceptualize it as a one-dimensional construct determined by the amount of time a consumer

spends processing brand-related information, regardless of the depth or nature of that processing. Similarly, Baker et al. (1986) argue that familiarity grows with exposure, meaning consumers can develop a sense of recognition even without detailed knowledge of a brand. This familiarity facilitates cognitive fluency, making brand-related information easier to process and evaluate.

Familiarity plays a particularly important role in product placement, as consumers tend to respond more positively to brands, they recognize. Repeated exposure to familiar brands within media content, such as short videos, generates a sense of comfort and ease that improves recall and enhances persuasion (Balasubramanian, Karrh, & Patwardhan, 2006). Research further suggests that familiar brands form stronger associations with their respective product categories, making them more easily accessible in memory and more likely to be retrieved during purchase decisions (Lee & Sternthal, 1999; Neginadi, 1990; Brennan & Babin, 2004). In this sense, brand familiarity not only strengthens brand recognition but also increases consumer confidence in evaluating and adopting brand-related information.

In the context of short-video advertising, brand familiarity enhances the effectiveness of product placements by reinforcing recognition and reducing consumer skepticism. Familiar brands are more likely to be trusted and remembered, while repeated exposure helps embed them in consumers' autobiographical memory, increasing their salience at the point of purchase (Ma, Wang & Da, 2021). Familiarity also strengthens consumers' emotional connections with brands, which can translate into positive attitudes, brand preference, and loyalty (Barijan et al., 2021). Consequently, this study defines brand familiarity as the degree to which consumers recognize and remember a brand through repeated exposure and developed experiences, enhancing memory accessibility, promoting favorable evaluations, and strengthening the persuasive impact of product placement in short-video advertising.

2.3.12. Brand image

Brand images are widely recognized as a crucial factor in shaping consumer perceptions and guiding purchasing behavior (Zhang, 2015). It is generally defined as the collective set of associations that consumers hold in memory about a brand, encompassing both functional and emotional values (Keller, 1993). These

associations allow consumers to distinguish a brand from its competitors by recognizing its unique points of difference (Martínez & de Chernatony, 2004). The strength, favorability, and distinctiveness of these associations determine the overall quality of the brand image and the extent to which consumers evaluate the brand positively (Keller, 1993). Brand image reflects the combination of consumers' thoughts and feelings toward a brand (Campbell, 1998). A favorable brand image helps customers identify their needs, differentiates the company from competitors, and increases purchase likelihood (Setiono & Hsieh, 2004). It also serves as a strategic asset for marketers, enabling effective communication, reinforcing differentiation, and securing sustainable competitive advantages (Malik et al., 2012). Moreover, consumers may feel inspired when brands align with their moral or personal values (Jun & Hatta, 2025) and may use brands to express these values to others (Coleman & Williams, 2015).

A positive brand image enhances consumers' receptiveness to advertising and promotional activities, leading to more favorable attitudes, stronger loyalty, and greater purchase intentions (Hsieh & Li, 2008). Within this context, product placement has emerged as a powerful strategy, defined as the use of a brand's name, packaging, signage, or other trademarks embedded in media content to subtly promote products (Steortz, 1987). In short-form video platforms, brand images are often seamlessly integrated into the storyline, such as a logo placed in the background, a product displayed on a table, or an influencer casually and seemingly unintentionally using the item. These subtle integrations increase exposure and reinforce brand associations by linking them to engaging narratives and relatable contexts. Building on prior literature, this study conceptualizes brand image as a set of strong, favorable, and distinctive associations, both functional and emotional, that consumers hold in memory, which in turn shape their perceptions, attitudes, and behavioral intentions toward the brand.

2.4. Summary of Previous Study

Table 1: Summary of Previous Studies

Authors & Years	Research Scope	Conceptual/Theoretical Basis	Core Constructs /Factors	Research design /Method	Key Finding	Gaps/ Limitation
Balasubramanian (1994)	General entertainment media	Social Learning (Modeling) Theory Attribution Theory	Recognition of persuasive content	Conceptual	Product placements combine advertising	Product placement effectiveness is largely theoretical and lacks strong empirical validation
Gupta & Lord (1998)	Product placement in movie	Von Restorff Effect (Isolation Theory)	Prominence, Recall	Experiment	Prominent and audio-visual placements significantly increase brand recall compared to subtle or visual-only placements.	Limited to memory outcomes; attitudinal and behavioral effects remain unexamined.
d'Astous & Chartier (2000)	Product placement in movie	Classical Conditioning Theory	Prominence, Integration, Manifestness	Quasi-experimental survey	Actor presence and prominence enhance effectiveness. Integration	Less work across media types

			, Presence of the Principal Actor		improves liking but weakens memory	
Russell (2002)	Placement in TV shows	Modality & Plot Connection Theory	Visual vs audio, plot integration, brand attitude, recall	Experimental design	Plot-integrated placements improve brand attitude and memory	Limited to TV programs
Brennan et al., (1999)	Placement type and exposure time	Memory based perspective	Exposure duration; placement type; recognition	Experimental study	Longer exposure increases brand recognition	Did not test brand image or purchase behavior
Nelson (2002)	Placement in video games	Memory and familiarity framework	Brand familiarity, recall	Survey/experimental	Familiar brands are more likely to be recalled	Context limited to video games
Cowley & Barron (2008)	Placement prominence	Persuasion Knowledge Theory	Program liking; Prominence; Brand attitude	Experimental	Very noticeable placements may produce negative viewer reactions.	Focused on Tv context only
Cardaba et al., (2023)	Product placement in	Persuasion Knowledge Model; Reactance	Prominence; Integration; Recall;	Experimental	Integration significantly increases brand	Limited to young digital natives; Single blog context

	fashion/beauty blogs	Theory; Classical Conditioning	Attitude (product, brand, blogger, post); Suspicion		and product recall and improves attitudes toward blogger and post; Prominence increases suspicion of persuasion but does not improve recall alone	
de Gregorio & Sung (2010)	Movie	Social Learning Theory; Mere Exposure Theory	Peer communication; Movie watching; Attitude toward product placement; Placement-related behavior	Quantitative	Peer communication strongly predicts attitudes and behaviors. Positive attitudes increase placement-related behavior.	Focuses on general attitudes, not specific placement characteristics
La Ferle & Edwards (2006)	Prime time television	Prominence theory	Frequency; Visual vs. Verbal; Prominence;	Quantitative	Most placements are brief, neutral, and single modality; Program	No consumer response measures

			Exposure time; Program type; Product vs. Service; Placements vs. Plugs		type influences prominence; Services often appear more prominently than products	Limited research on evolving reality TV placement strategies.
Tessitore & Geuens (2013)	Television	Persuasion Knowledge Model; Warning Effectiveness Theory	PP symbol; Training; Brand recall; Purchase intention; Persuasion knowledge activation	Experimental	PP symbol ineffective in current form (low noticeability & comprehension); Brand recall increases purchase intention; Training activates PK and reduces purchase intention when recall occurs	Need for real-world, long-term, and more generalizable research on disclosure effectiveness.
Zhu & Chang (2015)	Social Games	Dual-Process Theory; Product Familiarity Theory	Interactions; Emotion; Information quality; Product interest;	Quantitative	Interaction increases positive emotion, which in turn enhances purchase intention.	Other psychological mediators beyond product interest

			Purchase intention; Familiarity		Perceived usefulness strengthens product interest, and product familiarity moderates these relationships.	should be examined. Limited understanding of long-term behavioral effects.
This study	Product placement in short videos	Information Adoption Model Social Influence Theory	Product relevance: emotional appeal, product influencer fit, influencer popularity, trustworthiness	Mix Method	Brand image depends on relevance, emotional appeal, influencer fit, trust, and popularity. Advertising adoption mediates perceived usefulness and brand image. Social media influence and brand familiarity strengthen these	Limited generalizability Self-reported data bias No product/influencer variation

					relationships, with a significant three- way interaction effect.	
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3. METHODOLOGY

3.1. Hypothesis development

3.1.1. Argument of quality of product placement toward perceived usefulness

In digital marketing and information systems research, argument quality is a critical construct used to assess how persuasively a message conveys its intended value (Shu & Scott, 2014). Argument quality is based on the message's logical soundness, relevance, emotional resonance, and contextual fit for the target audience. Within the context of short video platforms, where content is brief and rapidly consumed, argument quality must be carefully constructed to capture viewers' attention and deliver meaningful product-related information. According to the Information Adoption Model (Cheung, 2014), the quality of arguments presented in a message directly impacts how useful the information is perceived to be. This concept is particularly important in product placements, where users' perception of informational value determines whether they engage with, trust, or act upon the promoted content. This study focuses on three specific dimensions of argument quality product relevance, emotional appeal, and product influencer fit and investigates their individual contributions to the perceived usefulness of short video product placements.

Product relevance is how well a promoted product matches the video's content and the platform it's shared on. A high level of relevance enhances the natural integration of the product into the narrative, reducing the perception of overt persuasion (Freeman, 2000). When consumers perceive that a product logically fits within the context of the video, they are less likely to experience psychological resistance or message avoidance. Moreover, relevant product placements are more likely to activate consumers' cognitive processing and encourage message elaboration, which are key drivers of perceived informational value (Cheung, 2014). When consumers perceive product placement as meaningful and useful, they are more likely to accept it as a credible source of information and even adopt it in their purchase decisions. However, a perceived forced or irrelevant placement can harm the brand's image instead of enhancing it. With the growing prevalence of this marketing strategy,

audiences have become increasingly aware of such tactics and have begun to resist persuasive attempts (Wei, Fischer, & Main, 2008). In the context of short video platforms, where users are highly selective and time-constrained, relevance becomes a vital determinant of whether the promotional content is viewed as useful or ignored. Thus, this study proposes that the perceived alignment between the product and the content positively shapes users' assessment of message usefulness.

Emotional appeal represents another core dimension of argument quality, referring to the extent to which an advertisement evokes affective responses that shape viewer attitudes and recall. Emotional cues such as humor, empathy, inspiration, or nostalgia are known to enhance attention, engagement, and persuasion in advertising contexts (Until & Busler, 2000). Goldberg and Gorn (1987) argued that emotionally charged content helps consumers form favorable brand attitudes by creating a meaningful emotional connection between the viewer and the product. Additionally, the success of short video advertising depends a lot on how well the content matches what viewers expect and how they feel. The importance of interesting stories that spark curiosity, saying that the format can be a powerful way to capture people's attention (Gao et al., 2021). Dong et al., (2023) support this claim by saying that well-made short videos can create emotional resonance and positive experiences that greatly increase consumer engagement. In the short video format, emotional resonance can significantly amplify message impact by making content more memorable and personally relevant. When viewers experience positive emotions while watching a product placement, they are more likely to internalize the message, evaluate the product positively, and perceive the content as useful. Therefore, integrating emotional appeal within short video product placements is expected to increase the audience's perception of information value.

Lastly, product influencer fit, also referred to as source-product congruence, pertains to the perceived alignment between the personality, values, or expertise of the content creator (e.g., an influencer or video creator) and the product being promoted. Advertisements in which the representative's image matched that of the promoted product resulted in increased perceived credibility for the spokesperson (Kamins and Gupta 1994). Influencers are known to share user-oriented product reviews, recommendations, and personal experiences on their social media channels. For example, beauty influencers demonstrate makeup articles in their vlogs. When

audiences perceive a strong fit between the promoter and the product, the credibility and authenticity of the message are enhanced (Kamins & Gupta, 1994; Schouten et al., 2019). This consistency leads viewers to believe that endorsement is genuine and appropriate, which fosters positive brand attitudes and higher levels of trust in the content (Xu & Pratt, 2018). Conversely, a weak product-influencer fit can disrupt the viewer's processing of the message, trigger skepticism, and reduce perceived usefulness (Walker et al., 1992). In the context of short video platforms where content creators often build intimate and sustained relationships with their audiences, the perceived match between the creator and the brand plays a significant role in shaping information credibility. When the influencer's image and the product category are congruent, viewers are more likely to perceive the product information as relevant, reliable, and worth considering. When a product doesn't seem like a natural match with the person promoting it, traditional celebrity ads often don't work very well because celebrities don't usually interact much with their audience. In contrast, social media influencers engage closely with their followers and have a strong presence on platforms like Instagram, TikTok, or YouTube. This interaction makes their endorsements feel more authentic and relatable, which helps people develop more positive attitudes toward the brand even if the product endorser fit isn't strong.

H1: Product relevance has a positive effect on the perceived usefulness of short video product placement.

H2: Emotional appeal has a positive effect on the perceived usefulness of short video product placement.

H3: Product influencer fit has a positive effect on the perceived usefulness of short video product placement.

3.1.2. The impact of source credibility on perceived usefulness in product placement

The source credibility model states that the effectiveness of a statement or advertisement depends on the communicator's credibility, which is determined by the expertise and trustworthiness of the spokesperson. Several studies have reported a promising combination of the source credibility model and the match-up

hypothesis, confirming that a match between an advertising spokesperson and the advertised product can influence consumer behavior (Mishra et al., 2015) and lead to increased perceived credibility for the spokesperson (Kamins, 1990; Kamins and Gupta, 1994; Koernig and Boyd, 2009; Breves et al., 2019). Source credibility has emerged as a central determinant of how users process and evaluate embedded promotional content. Source credibility broadly refers to the perceived trustworthiness and expertise of the message sender, independent of the actual message content (Chaiken, 1980). When more subtle forms of promotion, like influencer-endorsed product placements, replace traditional advertising, this concept becomes especially crucial. According to the Information Adoption Model, individuals are more likely to internalize and act upon information when they believe it originates from a credible source (Cheung, 2014). In the context of short video content where users are exposed to rapid, highly visual messages, this credibility plays a decisive role in determining whether the promotional content is seen as useful, relevant, and trustworthy. Thus, the trustworthiness and popularity of a source influence the perceived usefulness of product placements in short video formats.

Trustworthiness, a core element of source credibility, refers to the extent to which a content creator or source is perceived as honest, sincere, and unbiased (Applbaum & Anatol, 1972). In advertising contexts, trustworthiness is critical because it mitigates consumer skepticism and increases message believability. Research has shown that audiences are more likely to accept messages from sources they consider morally upright or aligned with their interests (Miller, 2015). Online spaces often conceal persuasive intent within entertaining or informative content, making this especially important. According to Cheung (2014), the perceived trustworthiness of a content source directly influences users' willingness to adopt the information presented. When viewers believe that a product recommendation stems from genuine experience or ethical motivation, they are more inclined to perceive the content as helpful and applicable to their needs. Thus, trustworthiness functions as a cognitive shortcut that reduces the need for intensive message scrutiny, allowing users to form judgments about product value quickly and efficiently.

In short video environments such as TikTok, Instagram Reels, and YouTube Shorts, this mechanism is particularly powerful. The deliberation of content in these formats

leaves little time for rational deliberation, meaning that viewers often rely on cues such as trustworthiness to assess message quality. Studies by Jin and Muqaddam (2019) support this view, demonstrating that users exposed to brand content via trustworthy sources were more likely to perceive that content as informative and authentic. Similarly, López and Sicilia (2014) found that consumers are more receptive to brand messages delivered by perceived experts or ethically sound sources. In short video product placements, trust in the creator, be it an influencer or a brand's social media representative, serves as a proxy for message reliability. Viewers who trust the source are more likely to view the product placement as credible, thereby enhancing their evaluation of its usefulness in informing purchase decisions or product understanding. Based on this theoretical and empirical foundation, the following hypothesis is proposed:

In addition to trustworthiness, another influential component of source credibility in the social media context is popularity, often operationalized through follower counts, video views, likes, comments, and social sharing metrics. These indicators function as heuristic cues that signal message relevance and social approval. In digital spaces, especially on short video platforms, consumers often use such popularity metrics to evaluate not only the content but also the credibility of the source. This idea is closely tied to the concept of social proof, where individuals assume that if a large number of people engage with or approve of content, it must be valuable or accurate (Russell & Rasolofoarison, 2017). This phenomenon is developed in fast-paced media ecosystems, where users lack the cognitive resources to evaluate every message deeply and instead depend on social consensus as a shortcut. As a result, influencer popularity becomes a potent factor that enhances perceived message utility, especially in the case of product placements subtly integrated into short videos.

Schouten et al. (2019) emphasize that influencers, unlike traditional celebrities, build credibility not just through fame but through relatability and audience engagement. Their popularity stems from continuous interaction with followers, content consistency, and perceived authenticity. When influencers promote products within their everyday content, this integration feels more natural and less intrusive, increasing both the credibility and perceived usefulness of the promotional message. Empirical evidence supports the assertion that endorsers play a crucial role in

shaping brand outcomes. Hussain et al. (2011) found that an endorser's reputation positively influences brand credibility, highlighting the importance of trustworthy and respected figures in brand communications. Similarly, Hermanda et al. (2019) observed that popular influencers significantly enhance brand perception and increase consumers' purchase intention, demonstrating the persuasive power of widely recognized and admired personalities in marketing contexts. Moreover, Lis and Post (2013) showed that influencer involvement in product placement results in more favorable consumer evaluations, particularly when the influencer has high visibility and status. When viewers see that a well-known or widely followed individual is recommending a product, they are more likely to assume the product is relevant, trustworthy, and useful, even in the absence of detailed product information.

Furthermore, influencer popularity not only enhances brand credibility but also promotes more profound consumer engagement with the content. Highly followed influencers tend to trigger greater emotional and cognitive responses among their audiences. As their content circulates widely, it accumulates social validation, which strengthens the message's persuasive power and its perceived informativeness. In this way, popularity serves as both a cognitive shortcut and a motivational enhancer, prompting users to assign more weight to the content, thereby increasing its perceived usefulness. Especially within the time constraints of short video formats, where attention spans are limited, these popularity cues provide critical signals that guide viewers' assessments of the value of product information. Hence, it is proposed that:

H4: Trustworthiness has a positive effect on the perceived usefulness of short video product placement.

H5: Influencer popularity has a positive effect on the perceived usefulness of short video product placement.

3.1.3. Perceived usefulness toward advertising adoption

Perceived usefulness refers to the degree to which consumers believe that a product will improve their lives, offer practical benefits, or meet their needs effectively (Davis, 1989). In the context of product placement in short videos, perceived

usefulness refers to the degree to which consumers believe that the information provided in an advertisement will help them make informed decisions or fulfill a specific need. This concept is foundational in understanding how individuals respond to marketing content, particularly within the framework of the Information Adoption Model. According to IAM, individuals are more likely to adopt and internalize information when they perceive it as valuable, relevant, and personally beneficial (Bhattacharya et al., 2012; Cheung, 2014). In this context, usefulness functions not only as a cognitive evaluation but also as a motivational trigger that influences behavioral intentions. In other words, when consumers recognize that advertising content provides meaningful or actionable information, whether about product features, pricing, benefits, or usage, they become more inclined to embrace the message and act upon it.

Empirical evidence supports this theoretical position. Ducoffe (1996) demonstrated a strong positive relationship between the informativeness of an advertisement and its perceived value. Consumers who regard advertising as informative tend to see it as more valuable and worthwhile, which leads to higher levels of engagement and receptivity. Similarly, Van Reijmersdal et al. (2005) found that brand placements offering informational satisfaction, such as factual content or practical advice, garnered more attention and were evaluated more positively by audiences. This insight becomes especially relevant in short-form video advertising, where time constraints make it essential for messages to be both engaging and information-rich. In these types of formats, viewers frequently evaluate if the advertisement assists them in acquiring knowledge about a product, finding a solution to a problem, or making a decision, which are all important factors for judging the usefulness of the advertisement.

Moreover, several studies within the IAM tradition emphasize that consumers' perceived usefulness of advertising content significantly influences their intention to adopt or accept the ad's message (Xue et al., 2018; Bhattacharya et al., 2012; Horrich et al., 2024). This is particularly true for native or embedded advertising formats, such as product placements in short videos, where the line between entertainment and information is intentionally blurred. In these scenarios, the viewer's evaluation of how beneficial the message is will determine whether they mentally adopt the information and use it to guide their attitudes or behaviors. For instance, if a short

video presents a skincare product with clear usage benefits, authentic testimonials, or expert recommendations, viewers are more likely to perceive the content as useful and adopt the message. This behavioral intention may manifest as interest in the product, further online research, or even a purchase decision. Thus, based on the literature and IAM theory, the following hypothesis is proposed:

H6: Perceived usefulness positively affects the intention to adopt short video product placement advertising.

3.1.4. Ad adoption and brand image

Brand image can be defined as the set of perceptions and associations that consumers hold about a brand, shaped by their interpretations, whether rational or emotional, and stored in memory in an organized and meaningful way (Dobni & Zinkhan, 1990; Aaker, 1991; Keller, 1993). A positive brand image is considered an invaluable strategic asset and a key factor in long-term business performance. It shapes consumer perceptions of a company's products, affects purchasing behavior, and plays a crucial role in the establishment of brand equity and enduring customer loyalty. In competitive markets, a strong brand image serves as a significant differentiator, allowing companies to build trust, command premium prices, and generate lasting emotional connections with their target audience. Product placement can enhance a brand's image in various ways (Corniani, 2003). It can impart a distinctive image to a new product, generate a unique image for an existing product, or alter public perception of a well-established product in the market (Corniani, 2003). Moreover, consistent fulfillment of brand promises and alignment with consumer values strengthen the brand's credibility and authenticity, thus solidifying its market position and ensuring both short-term commercial gains and long-term competitive advantage. According to Keller (2003), effective marketing efforts can shape and reinforce brand image by creating strong, favorable, and unique brand associations in consumers' memory. Repeated exposure to meaningful and well-integrated brand messages reinforces these associations, forming the cognitive foundation of brand image. In this regard, advertising, especially when it is subtle, engaging, and value-driven, plays a crucial role in reinforcing these associations. One such form of modern advertising is product placement, particularly within short-form video content, where the brand is embedded within an entertainment or

narrative context. Such integration can enhance not only viewers' engagement but also their perception of the brand's authenticity, relevance, and value.

Scholars have underscored the role of product and brand placements in altering how consumers process, store, and recall information related to the brand. For instance, Górska-Warszewicz and Kulykovets (2017) assert that interactive brand placement significantly enhances cognitive awareness, shapes brand perception, and can influence behavioral intent. When viewers experience branded content as organically embedded in narratives or social contexts, it can reshape their cognitive framework surrounding the brand. Similarly, Nelson and McLeod (2005) emphasized that brand placements are most effective when they portray the brand in authentic and contextually relevant situations, often reinforced by celebrity involvement or user-centric storytelling. Such placements generate positive emotional and cognitive responses, which translate into stronger brand evaluations. These cognitive connections play a crucial role in building a brand image that is both vivid and trustworthy in the minds of consumers.

Ad adoption can be defined as the extent to which audiences accept, process, and internalize the message conveyed by the advertisement, leading them to respond positively toward it (MacKenzie, Lutz, & Belch, 1986). When consumers accept and internalize an advertisement's message, it can have a strong and lasting effect on the brand's image. Gillespie and Joireman (2016) emphasize the importance of narrative engagement and persuasion knowledge in shaping attitudes toward product placements, showing that when consumers are immersed in a storyline and perceive the message as relevant and beneficial, they are more likely to respond positively to the brand. Raj and Roy (2015) further highlight that a positive brand image directly influences purchasing behavior, suggesting that fostering a strong brand image is essential for converting interest into action. When an advertisement is perceived as valuable, informative, and well-integrated, especially in digital formats like short videos, consumers are more likely to adopt the message and, by extension, the brand identity it conveys. Adopting the message indicates a form of psychological alignment or endorsement of the brand's attributes, which contributes to building a favorable and enduring brand image. Therefore, it is reasonable to hypothesize the following:

H7: Ad adoption has a positive effect on brand image.

3.1.5. The Mediating Effect of Advertising Adoption

Companies often pay media program creators or provide a licensing fee to have their brand featured and promoted in films. When celebrities endorse a specific product, they usually transfer a positive image to the brand, influencing how viewers perceive it (Chea, 2024). Perceived usefulness is a key factor in how people react to both the brand and the product that is included in it through marketing in the product placement context. If the product information endorsed by the celebrity or influencer is viewed as highly useful, functional, or relevant to them, it typically results positively in first impressions of brand image. The objective of product placement is to improve viewers' product awareness (Chea, 2024).

The relationship between perceived usefulness and brand image is not always direct; rather, it frequently functions through the mediating influence of advertisement adoption. Mediation effects arise when an independent variable affects the dependent variable through its impact on a mediator variable (Baron and Kenny, 1986). When consumers recognize the usefulness of a product within a placement, they are more inclined to accept the associated promotional message as legitimate and valuable rather than intrusive or purely persuasive (Cowley & Barron, 2008). This acceptance fosters a higher level of cognitive and emotional engagement, enabling the message to become part of the consumer's evaluative framework. In this way, ad adoption serves as a psychological bridge that connects the functional perception of the product to more affective and evaluative brand responses (Kim & Han, 2014).

Once audiences adopt an advertisement, their positive engagement with its message leads to more favorable perceptions of the brand. By internalizing the ad's content, consumers begin to associate the brand with qualities such as credibility, modernity, and trustworthiness (Keller, 1993). This process transforms functional evaluations into enduring brand equity by embedding positive associations into long-term memory and brand schema (Keller & Lehmann, 2006). Prior research supports this mediation mechanism, showing that attitudes toward an ad can serve as a key pathway linking product perceptions to brand evaluations (MacKenzie et al., 1986; Kim & Han, 2014). In the context of product placement, ad adoption mediates the

relationship between perceived usefulness and brand image by converting practical product appraisals into stronger, more favorable brand perceptions. When consumers perceive an advertisement as beneficial by providing relevant information, meeting needs, or offering value, they are more inclined to accept and integrate its message into their personal frame of reference. This incorporation shapes their attitudes and beliefs toward the brand, crediting it with the positive impressions generated by the advertisement. Ultimately, the extent to which consumers accept and internalize the ad's message determines how effectively perceived usefulness enhances brand image.

H8: Advertising adoption mediates the relationship between perceived usefulness and brand image.

3.1.6. The moderating effect of social media influence

Social media influence refers to the persuasive impact exerted by online opinion leaders, influencers, peer-generated recommendations, and user-created content on consumers' decision-making processes (Djafarova & Trofimenko, 2019). Unlike traditional marketing channels, social media does not simply disseminate brand messages; it creates interactive environments where consumers actively engage with content, exchange opinions, and co-create brand meaning. As such, social media influence functions as a potent contextual factor shaping how consumers interpret and respond to marketing communications, frequently enhancing message credibility, perceived trustworthiness, and emotional resonance.

Consumers participate in social media influence primarily through two mechanisms: interactive engagement, involving active behaviors such as commenting on brand-related posts and participating in online discussions, and passive involvement, involving low-effort actions such as liking or reacting to posts (Muntinga et al., 2011). Both forms of participation foster a sense of community and strengthen the emotional bond between consumers and the brand. Social media influencers are often perceived as visually appealing, sincere, and skilled at fostering online engagement, which enhances their effectiveness as intermediaries in brand communication (De Veirman et al., 2017). The perceived authenticity of these influencers can substantially increase trust and heighten the persuasive power of their promotional content. Evaluating user engagement metrics such as the volume

of likes, shares, comments, and sentiment expressed in user-generated content provides valuable insights into how audiences perceive advertisements and the extent to which campaign messages resonate (Lee & Hong, 2016). High engagement levels may also facilitate organic message diffusion, as satisfied followers share content within their own networks, thereby amplifying reach and strengthening campaign impact.

In line with Tsai and Bagozzi's (2014) framework, consumers may accept influence as passive members, who absorb and accept information without active participation, or as active members, who contribute to group-based interactions by sharing opinions, experiences, and ideas. Both forms of participation can amplify the scope and persuasiveness of marketing messages. For example, positive user responses to a product placement video through likes, shares, or comments can generate a ripple effect, expand exposure, and increase brand awareness. Viral content, in particular, can serve as a visible signal of collective approval, thereby increasing consumers' willingness to adopt the advertisement. Whether through active engagement or passive exposure, social media communities play a pivotal role in facilitating the circulation of brand messages and reinforcing their perceived relevance.

Perceived usefulness, defined as the extent to which a consumer believes that a product will enhance their life or fulfill their needs (Davis, 1989), is a well-established antecedent of ad adoption, the willingness to accept, internalize, and respond positively to an advertisement (MacKenzie, Lutz, & Belch, 1986). When consumers perceive a product as offering tangible benefits in the advertisement, they are more likely to engage with its promotional messages. However, the strength of the perceived usefulness–adoption relationship is contingent upon the degree of social media influence surrounding the product. In high social media influence contexts characterized by active community participation or widespread passive exposure, social proof (Cialdini, 2009) reinforces personal evaluations, thereby enhancing message credibility, emotional engagement, and adoption likelihood (Chetioui, Lebdaoui, & Chetioui, 2020).

On the other hand, when social media influence is low, marked by minimal online discussion, limited influencer engagement, and weak peer validation, the perceived usefulness and advertising adoption link may weaken. In the absence of reinforcing

social cues, consumers rely primarily on their individual assessments, which may be insufficient in competitive or information-saturated markets. Previous studies demonstrate that social cues from peers and influencers can intensify persuasiveness by fostering a sense of belonging, trust, and shared identity (Jin & Phua, 2014; Lou & Yuan, 2019). Therefore, it is hypothesized that social media influence moderates the relationship between perceived usefulness and advertising adoption, such that the association is stronger under conditions of high social media influence and weaker under conditions of low social media influence.

H9: Social media influence moderates the relationship between perceived usefulness and advertising adoption.

3.1.7. The moderating effects of brand familiarity

Brand familiarity refers to the degree of consumer knowledge, recognition, and accumulated experience with a brand, developed over time through direct product use, marketing exposure, and interpersonal communication (Alba & Hutchinson, 1987; Keller, 1993). It represents both a cognitive dimension (brand recall, recognition, and stored associations) and an affective dimension, which includes trust, emotional attachment, and loyalty. Familiarity acts as an important filter in the information processing of marketing communications, influencing how advertising messages are attended to, interpreted, and stored in memory. Ad adoption, defined as the willingness to accept, internalize, and respond favorably to an advertisement (MacKenzie, Lutz, & Belch, 1986), plays a central role in transferring the persuasive content of an ad into long-term brand perceptions. When consumers adopt an ad, they are not simply exposed to it; they actively integrate its message into their brand schema, shaping beliefs about the brand's quality, image, and credibility. Yet, the degree to which ad adoption leads to a stronger brand image is not consistent for all consumers, as this relationship is often conditioned by prior familiarity with the brand.

When brand familiarity is high, consumers have an established network of cognitive associations and affective connections with the brand, formed through previous experiences and exposures (Kent & Allen, 1994). In such cases, the adoption of an advertisement can act as a reinforcing mechanism, strengthening existing positive perceptions by refreshing and reaffirming known brand values. For example, an

advertisement for a well-known brand may trigger recognition, activate stored favorable associations, and create a sense of continuity, which enhances brand trust and loyalty. High familiarity also increases processing fluency, meaning consumers require less cognitive effort to interpret the ad, which can make the ad message more persuasive (Lee & Labroo, 2004). However, there is also the possibility of a “ceiling effect” or “saturation effect” for highly familiar brands (Campbell & Keller, 2003), where brand perceptions are already so positive or well-established that additional ad exposure and adoption yield only marginal improvements in brand image.

For low-familiarity brands, ad adoption often plays a more pivotal role in brand image formation because the advertisement serves as a primary or even sole source of brand-related knowledge (MacInnis, Moorman, & Jaworski, 1991). In these situations, a well-received ad can significantly influence the construction of initial brand perceptions, shaping beliefs about quality, trustworthiness, and relevance. Since consumers lack a pre-existing brand schema, they rely heavily on the ad’s message to form their mental representation of the brand. Consequently, the adoption of the ad has a direct and substantial impact on brand image development, often determining whether the brand is viewed favorably enough to be considered for purchase. Prior research consistently shows that familiarity moderates the effect of advertising on brand attitudes and memory by influencing the depth of message elaboration, the perceived credibility of the source, and the integration of new information into brand knowledge structures (Keller, 1993; MacInnis et al., 1991).

Therefore, brand familiarity is expected to moderate the relationship between ad adoption and brand image in such a way that the influence of ad adoption on brand image will be stronger for low-familiarity brands, where the advertisement acts as a key information source, and may be either reinforced or attenuated for high-familiarity brands depending on the pre-existing strength of brand associations. This moderating effect underscores the importance of considering brand familiarity as a contextual factor when evaluating advertising effectiveness, as it shapes not only how consumers process the ad but also how they translate positive ad engagement into enduring brand perceptions.

H10: Brand familiarity moderates the relationship between advertising adoption and brand image.

3.1.8. Three-way interaction (moderated moderation relationship)

The link between ad adoption, the willingness to accept, internalize, and respond favorably to an advertisement (MacKenzie, Lutz, & Belch, 1986), and brand image is a core pathway in advertising effectiveness research. Ad adoption enables consumers to integrate the persuasive content of an advertisement into their broader evaluation of the brand, shaping perceptions of quality, credibility, and relevance. However, the strength of this link is not fixed; it can be influenced by individual-level characteristics such as brand familiarity. Brand familiarity, defined as the degree of a consumer's prior experience and accumulated knowledge about a brand (Keller, 1993; Alba & Hutchinson, 1987), affects how advertising messages are processed and interpreted. High familiarity often provides a foundation of established associations and trust, allowing ad adoption to act as a reinforcing mechanism that refreshes and strengthens existing brand perceptions. In contrast, for low-familiarity brands, ad adoption can have a more formative role, serving as one of the primary sources of brand-related knowledge and associations. In such cases, the ad becomes a critical channel for shaping initial impressions and brand positioning.

While brand familiarity can moderate the advertising adoption of brand image relationship, this effect is not isolated from the broader communication context in which consumers encounter the brand. In particular, social media influences the persuasive power of online opinion leaders, influencers, peer recommendations, and user-generated content (Djafarova & Trofimenko, 2019), and it has emerged as a key environmental factor that can reshape how brand familiarity operates in this relationship. Social media influence functions through both informational cues (e.g., product reviews, demonstrations, usage tutorials) and normative cues (e.g., influencer endorsements, peer approval, viral sharing), creating social proof (Cialdini, 2009) that can validate or challenge consumers' brand perceptions. When social media influence is high, even low-familiarity brands can benefit from the credibility and visibility generated by active discussions, influencer advocacy, and positive peer interactions. These signals can partially substitute for the knowledge gap between low- and high-familiarity brands, thereby weakening the difference in how ad adoption translates into brand image across familiarity levels.

Conversely, in low social media influence environments characterized by limited online engagement, sparse influencer activity, and weak peer-to-peer discussion, the moderating role of brand familiarity may become more pronounced. Without the compensatory effect of social proof, consumers rely more heavily on their prior brand knowledge when interpreting and integrating ad messages. This means that for low-familiarity brands, ad adoption may be less effective in enhancing brand image due to the absence of external validation and endorsement. High-familiarity brands, in contrast, retain the advantage of pre-existing associations and credibility, enabling them to convert ad adoption into brand image gains more effectively. Prior research supports this layered interaction, showing that familiarity shapes the depth of message elaboration and recall (Kent & Allen, 1994), while social media endorsement increases perceived trustworthiness and message acceptance (Lou & Yuan, 2019).

Taken together, these arguments suggest a three-way interaction: social media influence moderates the moderating effect of brand familiarity on the relationship between advertising adoption and brand image. Specifically, under high social media influence, the disparity between high- and low-familiarity brands in the relationship between ad adoption and brand image is likely to narrow, as strong online endorsement compensates for limited brand knowledge. Under low social media influence, the disparity is expected to widen, as the absence of social proof leaves low-familiarity brands at a greater disadvantage in translating ad adoption into favorable brand image outcomes. This perspective emphasizes the value of examining consumer-level and environmental-level moderators jointly to fully understand the conditions under which advertising drives brand image in today's socially networked marketplace.

H11: Social media influence moderates the moderating effect of brand familiarity on the relationship between ad adoption and brand image (three-way interaction).

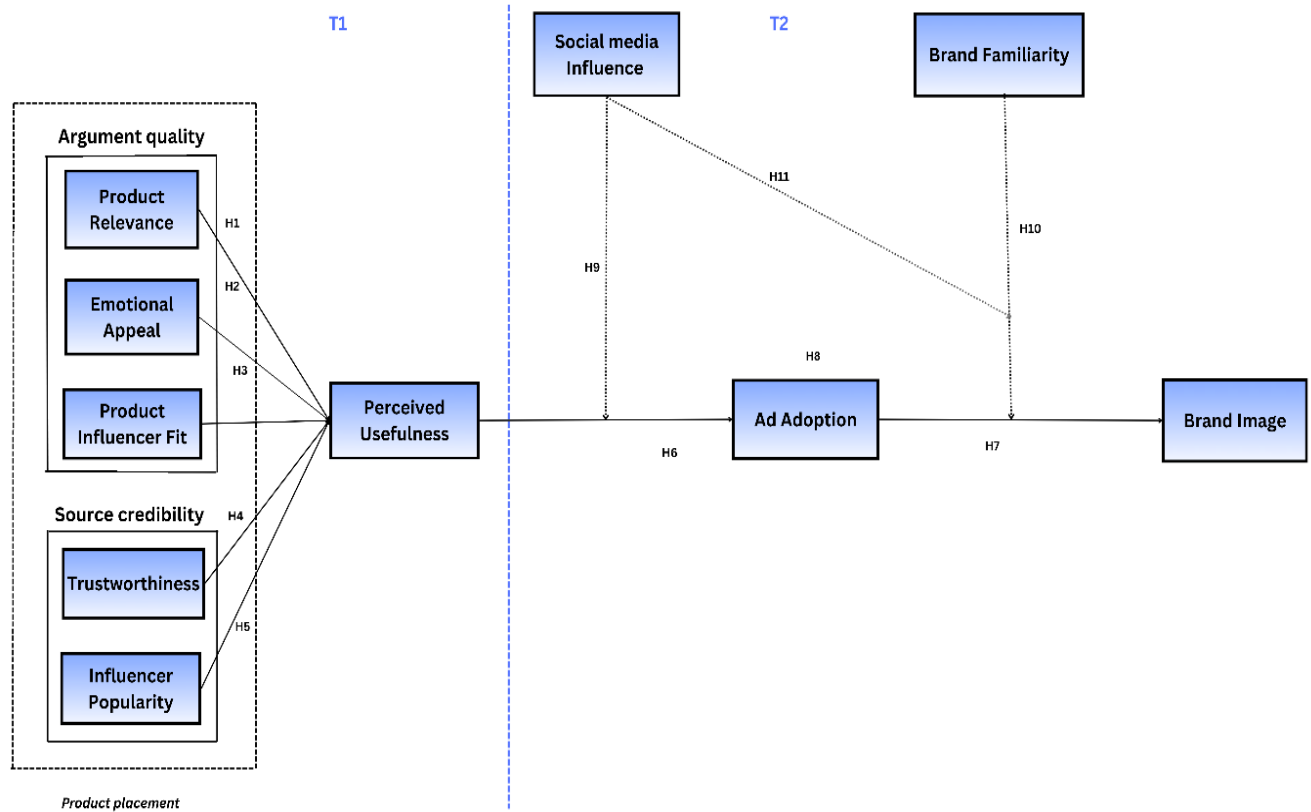


Figure 3: The Conceptual Framework. Source: Author's own.

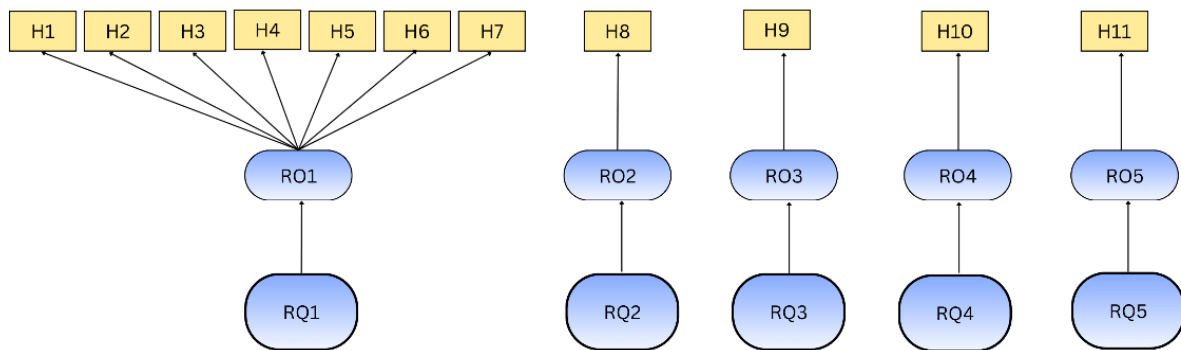


Figure 4: The linkage of research question - research objective - hypotheses. Source: Author's own.

3.2. Qualitative Research

3.2.1. Research design

Qualitative Exploratory Research Design

The research design adopted in this qualitative strand is an exploratory qualitative inquiry, selected on the epistemological grounds that the central phenomenon under investigation, namely the subjective process by which consumers interpret product placement in short-form video content and subsequently reconstruct their perception of brand image, remains insufficiently examined through interpretive, experience-centered methods in the existing digital marketing literature. As Creswell and Poth (2018) observe, a qualitative approach is most appropriate when the researcher seeks to understand "contexts or settings in which participants address a problem or issue" (p. 45) and when the aim is to develop a holistic, nuanced account of a phenomenon rather than to quantify predetermined relationships among variables. The exploratory orientation of this study reflects precisely such an intent, given that the emotional, motivational, and socially situated dimensions of consumer experience with short-form video advertising cannot be adequately captured through the structural measurement instruments employed in the quantitative strand of this thesis alone.

In determining the most appropriate qualitative design, this study considered the five established traditions of qualitative inquiry as categorized by Creswell and Poth (2018), namely narrative research, phenomenology, ethnography, case study, and the approach adopted in this study, which is the Gioia Methodology (Gioia et al., 2013). Each alternative tradition was evaluated against the specific objectives and epistemological requirements of this research before being systematically excluded in favor of the Gioia Methodology.

Narrative research, which centers on the chronological reconstruction of individual life experiences and biographical trajectories, was deemed unsuitable because the present inquiry is concerned not with the personal life narratives of individual consumers but with the shared cognitive and affective processes that characterize a broader category of consumer behavior across multiple informants (Merriam & Tisdell, 2016). Phenomenology, as developed in the Husserlian tradition and applied

in qualitative social inquiry, seeks to describe and distill the universal essence of a lived experience through the bracketing of prior theoretical assumptions (Moustakas, 1994). While phenomenology offers an avenue for capturing the texture of consumer encounter with short-form video advertising, its exclusive orientation toward experiential description renders it insufficient for a study that aspires to generate a systematic conceptual framework explaining the processes through which brand image is constructed. The present study seeks not merely to describe what consumers experience but to develop an explanatory account of how and why those experiences give rise to particular patterns of brand perception, a purpose that phenomenology, by design, does not serve. Ethnography requires sustained participatory observation within a bounded cultural community, an approach that is methodologically impractical for a study focused on the decentralized, algorithmically mediated consumption of short-form video content across digital platforms (Denzin & Lincoln, 2011). Case study research, as formalized by Yin (2018), is oriented toward the intensive examination of a single or small number of bounded units within their real-life context, which is incongruent with the present study's aim of developing a conceptual framework applicable across a wider population of Vietnamese short-form video consumers rather than within a specific organizational or situational boundary.

Having evaluated and excluded each of these four alternative traditions on the grounds of theoretical and methodological fit, this study adopts the Gioia Methodology as its analytical framework. The Gioia Methodology represents a systematic, rigorous, and inductively oriented approach to qualitative concept development that is specifically designed to meet the standards of scholarly transparency demanded by high-quality academic research (Gioia et al., 2013). Its particular suitability for this study is elaborated in detail in the following subsection.

Justification of the Gioia Methodology as the Analytical Framework

The Gioia Methodology, formally introduced in Gioia and Chittipeddi (1991) and comprehensively articulated in Gioia, Corley, and Hamilton (2013), constitutes a systematic inductive approach to new concept development that is designed to bring "qualitative rigor" to the conduct and presentation of qualitative research (Gioia et al., 2013, p. 15). Originally developed to address the recurrent skepticism of quantitatively oriented journal reviewers who questioned the evidentiary basis of

qualitative conclusions, the methodology provides a structured, transparent, and auditable analytical process that visibly demonstrates the progression from raw empirical data to theoretically abstracted findings. Since its formal articulation, the Gioia Methodology has achieved growing recognition across management, organizational, and social science research, with its citation rate in high-impact journals increasing substantially since 2016 (Magnani & Gioia, 2023). Its application has expanded well beyond its origins in organizational identity research to encompass international business, entrepreneurship, consumer behavior, and digital marketing contexts (Magnani & Gioia, 2023; Gehman et al., 2018).

The adoption of the Gioia Methodology in this study is justified on five distinct grounds, each of which is directly relevant to the research objectives and thematic context of this thesis.

The first and most foundational justification concerns the methodology's core epistemological assumption that research participants are "knowledgeable agents", individuals who not only understand their own experiences, intentions, and actions but are capable of articulating them in ways that carry genuine theoretical significance (Gioia et al., 2013, p. 16). This assumption holds direct relevance for the present study, in which Vietnamese consumers who regularly encounter product placement in short-form video content are treated not as passive subjects of external stimuli but as reflexively aware individuals whose first-person accounts of their cognitive, emotional, and social responses to such content constitute the primary source of theoretical insight. Treating consumers as knowledgeable agents ensures that the analytical process begins from a position of genuine openness to the meanings and interpretations that informants themselves assign to their experiences, rather than presupposing the applicability of constructs such as perceived usefulness or social media influence before the evidence warrants such assumptions.

The second justification concerns the methodology's two-stage analytical structure, which proceeds from 1st-Order Concepts, captured in the informants' own language, to 2nd-Order Themes, developed through the researcher's theoretical interpretation. As Gioia et al. (2013) describe, this sequential movement from informant-centric to researcher-centric analytical language enables a systematic and transparent demonstration of the conceptual distance traveled from raw data to theoretical abstraction, a demonstration that constitutes the methodological heart of the data

structure diagram. In the context of this study, the 1st-Order stage ensures that the analytical framework is genuinely emergent from consumer experience with short-form video advertising in Vietnam, while the 2nd-Order stage enables the researcher to engage productively with the existing bodies of literature on the Information Adoption Model and Social Influence Theory in formulating theoretically resonant labels for emerging themes. This dual analytical logic is not a methodological inconsistency but a deliberate and principled integration of inductive and abductive reasoning that distinguishes the Gioia Methodology from purely inductive qualitative traditions (Magnani & Gioia, 2023).

The third justification pertains to the methodology's production of a transparent and traceable data structure, a visual, hierarchically organized diagram mapping the full analytical progression from 1st-Order Concepts through 2nd-Order Themes to Aggregate Dimensions (Corley & Gioia, 2004). This data structure serves simultaneously as a representation of analytical rigor, a graphic demonstration that theoretical conclusions are derived systematically from empirical evidence, and as a substantive conceptual contribution to the findings chapter of this thesis. As Gehman et al. (2018) note in their comparative assessment of qualitative theory-building approaches, the production of such an explicit, visually communicable data structure is a distinguishing and highly valued feature of the Gioia Methodology that enhances both the credibility and the communicability of qualitative findings to diverse academic audiences.

The fourth justification relates to the methodology's established suitability for research contexts involving new, emergent, or insufficiently theorized social phenomena, precisely the conditions that characterize the present study. Product placement in short-form video platforms such as TikTok, Instagram Reels, and YouTube Shorts represents an advertising modality that has emerged too recently and evolved too rapidly for existing quantitative frameworks to have produced conceptually adequate theoretical accounts of how consumers experience and respond to it. In such contexts, the Gioia Methodology's insistence on allowing conceptual categories to emerge from the data, rather than forcing the data to conform to pre-existing theoretical structures, enables the discovery of new insights that extend or nuance the available theoretical vocabulary (Gioia et al., 2013; Magnani & Gioia, 2023).

The fifth justification is one of scholarly practicality. The Gioia Methodology was explicitly designed to satisfy the rigorous publication standards of top-tier management and social science journals by producing qualitative findings that are defensible, systematic, and transparently evidenced (Gioia et al., 2013). The methodology addresses the central epistemological challenge of qualitative research, namely the question of how readers can be confident that the researcher's theoretical interpretations are genuinely grounded in the empirical data rather than imposed retrospectively, by making the analytical pathway from data to theory fully visible and traceable. For a thesis that seeks to produce qualitative findings of publishable quality and scholarly credibility, this methodological transparency is an indispensable asset.

Integration of the Qualitative Strand within the Broader Mixed Methods Design

The qualitative strand described in this chapter is systematically integrated within the broader mixed methods research design of this thesis, which follows an exploratory sequential structure as conceptualized by Creswell and Plano Clark (2018). In this design architecture, the qualitative phase is conducted first and in service of the subsequent quantitative phase. The qualitative Gioia analysis generates experiential and conceptually rich insights into the processes through which Vietnamese consumers engage with product placement in short-form video content and form their perceptions of brand image. These insights subsequently enrich and contextually ground the interpretation of findings from the quantitative structural model, which tests the directional and magnitude-based relationships among the key variables identified in the conceptual framework of this thesis.

The rationale for integrating qualitative and quantitative methods in this manner draws on the three foundational purposes for mixed methods research identified by Greene et al. (1989), namely complementarity, triangulation, and expansion. Complementarity refers to the use of one methodological strand to elaborate or clarify the results generated by another; triangulation involves the convergent validation of findings across different methodological traditions; and expansion entails extending the breadth and depth of inquiry by employing different methods for different dimensions of the research problem. In the present study, the two strands operate principally through complementarity and expansion. The qualitative strand, guided by the Gioia Methodology, examines the subjective, process-oriented

dimensions of consumer brand image formation that the quantitative measurement instruments of the second strand are epistemologically ill-equipped to address. Conversely, the quantitative strand provides confirmatory, statistically generalizable evidence regarding the directional relationships identified and conceptually elaborated by the qualitative analysis. Together, the two strands generate a methodologically comprehensive and theoretically robust account of the research phenomenon that exceeds what either approach could produce independently.

It is important to clarify that the qualitative strand does not presuppose, nor does it seek to confirm, the hypotheses articulated in Chapter Two. Operating with a fully open and inductive orientation, guided by the broad qualitative research question stated in Section 3.1, the Gioia analysis allows conceptual categories to emerge freely from the data. Should emergent concepts correspond to constructs already identified in the Information Adoption Model and Social Influence Theory frameworks, such correspondence constitutes a meaningful form of methodological triangulation. Should novel categories emerge that extend beyond the boundaries of the existing theoretical framework, these findings represent an original conceptual contribution that may inform future iterations of the quantitative model.

Researcher Positionality and Reflexivity

Qualitative inquiry conducted within an interpretivist paradigm requires the researcher to explicitly acknowledge and account for their own positionality, prior assumptions, disciplinary knowledge, and potential interpretive biases, each of which shapes, to varying degrees, the processes of data collection, analytical coding, and theoretical interpretation (Creswell & Poth, 2018; Lincoln & Guba, 1985). The Gioia Methodology addresses this requirement through its structural insistence that the 1st-Order Analysis be conducted using exclusively the informants' own words and phrases, thereby preserving the primacy of participant voice and minimizing the risk of premature theoretical imposition at the initial stage of analysis (Gioia et al., 2013). The researcher's theoretical knowledge and interpretive frameworks are deliberately held in abeyance during the 1st-Order stage and are introduced only in the 2nd-Order Analysis, where their function is to provide theoretically resonant labels for patterns already identified in the data rather than to predetermine the nature of those patterns.

In this study, the researcher maintains awareness that prior familiarity with the marketing and digital advertising literature, as well as with the Vietnamese social media environment, may introduce certain interpretive orientations that could influence the analytical process. To mitigate this risk, a formal reflexivity journal is maintained throughout the data collection and analysis phases, documenting evolving interpretive assumptions, significant analytical decisions, and moments of theoretical insight or uncertainty. This journaling practice fulfills a dual function: it constitutes a methodological safeguard against confirmation bias, and it generates a written record that contributes to the audit trail required by the Gioia Methodology's standards of analytical transparency (Magnani & Gioia, 2023). In addition, a peer debriefing process is conducted at key analytical stages, whereby an independent colleague with qualitative research expertise reviews a representative sample of 1st-Order coding decisions to assess whether the concepts derived are genuinely reflective of the informants' language rather than the researcher's theoretical predispositions.

3.2.2. Data Collection

Rationale for In-Depth Interviews as the Primary Data Collection Instrument

In alignment with the epistemological requirements of the Gioia Methodology and the interpretivist orientation of this qualitative strand, semi-structured in-depth interviews are adopted as the primary instrument of data collection. The selection of in-depth interviews as the principal data source is not incidental but is directly prescribed by the theoretical commitments of the Gioia Methodology itself. As Gioia et al. (2013) explicitly state, the preferred data source in their approach consists of "interviews or ethnographic studies to obtain both retrospective and real-time accounts from people experiencing the phenomenon of theoretical interest" (p. 17). In-depth interviews are uniquely positioned to fulfill this requirement because they generate rich, first-person, narrative-quality accounts that allow informants to articulate their experiences, motivations, and interpretations in their own words and with their own conceptual vocabulary, thereby producing precisely the kind of informant-centric data from which 1st-Order Concepts in the Gioia analytical process are derived (Gioia et al., 2013; Magnani & Gioia, 2023).

The semi-structured format is specifically chosen over both fully structured and fully unstructured interviewing on methodological grounds that are directly relevant to

the Gioia Methodology. A fully structured interview, with its fixed sequence of closed or narrowly defined questions, would impose the researcher's theoretical frameworks prematurely, constraining informant expression and preventing the emergence of unanticipated concepts that lie at the heart of inductive qualitative inquiry. Conversely, a fully unstructured or narrative interview, while offering maximum freedom to the informant, would generate data that are too dispersed and contextually variable to permit the systematic cross-case comparison that is a procedural requirement of the Gioia Methodology's 1st-Order Analysis (Gioia et al., 2013). The semi-structured format strikes the productive methodological balance between thematic consistency across interviews and the conversational flexibility needed for informants to elaborate their experiences in their own terms (Kvale & Brinkmann, 2009). As Merriam and Tisdell (2016) observe, semi-structured interviews are most appropriate when the researcher "wants to know specific information which can then be compared and contrasted with information gained in other interviews" (p. 111), yet simultaneously wishes to remain genuinely open to the unexpected dimensions of participant experience.

In the context of this study, semi-structured in-depth interviews serve the specific purpose of generating dense, first-person accounts of Vietnamese consumers' subjective experiences with product placement in short-form video platforms, including TikTok, Instagram Reels, and YouTube Shorts. These accounts serve as the empirical foundation from which the three-stage Gioia analytical process, outlined in Section 3.6, proceeds. Each interview is designed to elicit the informant's own interpretive framings of the phenomena of interest, including their evaluations of content quality, assessments of influencer credibility, responses to social and peer influence, the role of brand familiarity, and their subjective construction of brand image, without at any stage introducing the theoretical constructs of the Information Adoption Model or Social Influence Theory as explicit framing devices. This commitment to theoretical restraint at the data collection stage is central to the Gioia Methodology's capacity to generate genuinely new and empirically defensible conceptual insights (Gioia et al., 2013).

Interview Guide Development

The development of the interview guide is a carefully deliberated process that reflects both the substantive scope of this study and the analytical imperatives of the

Gioia Methodology. In accordance with the methodology's foundational principle that researchers must "make extraordinary efforts to give voice to the informants in the early stages of data gathering" (Gioia et al., 2013, p. 17), the interview guide is designed to open and maintain broad experiential spaces within which informants can narrate their own meanings rather than respond to investigator-imposed categories. Consistent with established best practice in qualitative data collection, the guide contains no more than 12 to 15 main open-ended questions, supplemented by a set of probing prompts to facilitate elaboration where informants' initial responses require greater depth or clarity (Boyce & Neale, 2006; Kvale & Brinkmann, 2009).

The guide is organized into three sequential phases. The opening phase is devoted to rapport establishment and contextual orientation, during which the interviewer introduces the study purpose, confirms informed consent, and invites the informant to speak freely about their general digital media habits without any reference to product placement or brand perception. The main exploration phase constitutes the substantive core of the interview and encompasses six thematic domains, each of which is approached through open-ended primary questions followed by non-directive probing prompts. The reflective closing phase invites the informant to add any additional thoughts, to reflect on the overall phenomenon in their own words, and to raise any dimensions of experience that the preceding questions may not have addressed. The three-phase structure ensures that informants move progressively from surface-level descriptive accounts toward deeper, reflective interpretations of their experience, thereby producing the layered narrative richness that is most productive for 1st-Order concept identification in the Gioia analytical process (Gioia et al., 2013; Kvale & Brinkmann, 2009).

The complete interview guide, as designed for this study, is presented in Table 2 below.

Table 2: Semi-Structured In-Depth Interview Guide for Gioia Methodology Data Collection

Phase	Thematic Domain	Primary Interview Question	Probing Prompts
Opening Phase	Rapport and Context Building	"To begin, could you tell me a little about yourself and how you typically spend time on social media during a typical day?"	"Which platforms do you use most often?" / "Approximately how much time would you say you spend on short video platforms each day?"
Main Exploration Phase	1. General Short Video Engagement	"Can you describe the kinds of short videos that you find yourself watching most often and what draws you to them?"	"What makes certain videos more engaging or enjoyable than others for you?" / "Have your viewing habits changed over time? In what way?"
	2. Awareness and Experience of Product Placement	"Have you ever noticed a brand or product being featured or promoted within a short video? Could you walk me through what that	"How did you first realize that a brand was being placed in the video?" / "What was your immediate reaction when you noticed it?" / "Can

Phase	Thematic Domain	Primary Interview Question	Probing Prompts
		experience was like?"	you give me a specific example?"
	3. Evaluation of Content Quality and Influencer Credibility	"What is it about a short video that makes you feel a product recommendation is genuine rather than purely commercial?"	"What makes you trust or distrust an influencer when they talk about a product?" / "Does it matter to you whether the product fits naturally with what the influencer usually shares? Why?"
	4. Social and Peer Influence	"In what ways, if any, do the reactions of others, such as friends, followers, or comment sections, affect how you feel about a brand you encounter in a short video?"	"Has seeing other people respond positively or negatively to a brand in a video ever changed your own view of it?" / "To what extent do you think your peers' opinions shape your impression of a brand you see online?"

Phase	Thematic Domain	Primary Interview Question	Probing Prompts
	5. Role of Brand Familiarity	"How does your prior knowledge or previous experience with a brand affect the way you respond when you see it featured in a short video?"	"Can you describe a time when you saw a familiar brand versus an unfamiliar brand placed in a video? How did your reactions differ?" / "Does already knowing a brand make you more or less receptive to its placement in a video?"
	6. Brand Image Perception and Change	"After watching a short video that features a brand, how would you describe any change, or lack of change, in the way you think or feel about that brand?"	"What specific elements of a short video tend to leave a lasting impression of a brand in your mind?" / "Can you recall a time when watching a short video genuinely changed how you perceived a brand? What happened?"

Phase	Thematic Domain	Primary Interview Question	Probing Prompts
Reflective Closing Phase	Summary and Addendum	"Reflecting on everything we have discussed, how would you summarize what matters most to you when you encounter a brand in a short-form video?"	"Is there anything about this experience that we have not yet talked about that you feel is important?" / "Is there anything you would like to add or clarify from what you shared earlier?"

Note. All questions are designed to elicit informant-language responses consistent with the 1st-Order analytical requirements of the Gioia Methodology (Gioia et al., 2013). Questions deliberately avoid introducing theoretical constructs from the Information Adoption Model or Social Influence Theory.

Pilot Testing and Interview Guide Refinement

Prior to the commencement of formal data collection, the interview guide is subjected to a pilot testing phase with two to three participants who share the demographic and experiential profile of the intended study participants but are not included in the final analytical sample. The purpose of pilot testing is to evaluate the clarity, comprehensibility, and thematic flow of interview questions; to identify questions that may inadvertently lead informants toward particular theoretical framings; to assess the adequacy of the guide's coverage of the phenomenon of interest; and to calibrate the expected duration of each interview (Tate et al., 2023; Boyce & Neale, 2006). Pilot interviews are conducted under conditions identical to those planned for the main data collection phase, including audio recording, verbal informed consent, and the use of probing prompts. Feedback from pilot participants is incorporated into a revised version of the interview guide through a process of systematic reflection on the transcripts of the pilot sessions. Any questions found to

be ambiguous, leading, or insufficiently open-ended are reworded or replaced before formal data collection begins.

Interview Procedure and Conduct

Formal data collection interviews are conducted according to a standardized procedural protocol that ensures consistency of implementation across all participants while preserving the conversational flexibility characteristic of semi-structured interviewing. Each interview is conducted individually, either face-to-face at a mutually agreed upon location within Vietnam or via video conferencing platforms, specifically Zoom or Microsoft Teams, in cases where geographical or scheduling constraints make in-person meeting impractical. The choice between in-person and online modalities is made in consultation with each participant to ensure their comfort and to maximize the quality and naturalness of their verbal expression (Lobe et al., 2020). Prior research has demonstrated that video-mediated interviews produce data of comparable quality to face-to-face interviews, provided that the interviewer employs active listening techniques and attends carefully to non-verbal communicative cues (Lobe et al., 2020).

Each interview is conducted in Vietnamese, the participants' mother tongue, in order to ensure the authenticity, fluency, and spontaneity of informant expression. This linguistic choice is of particular methodological significance in the context of the Gioia Methodology, where the analytical value of 1st-Order Concepts depends directly on the researcher's capacity to capture the genuine conceptual vocabulary that informants use to make sense of their experiences. Requiring participants to express themselves in a second language would compromise the naturalness and richness of that vocabulary and introduce an unnecessary layer of interpretive distortion (Squires, 2009). The interview guide is therefore developed and administered in Vietnamese, and transcripts are subsequently translated into English for the purposes of NVivo coding and analysis, with the original Vietnamese preserved alongside the English translation to maintain fidelity to the informants' linguistic register.

Each interview session is expected to last between 45 and 75 minutes, a duration sufficient to generate the depth of narrative required for productive 1st-Order concept development while remaining within the bounds of participant attention and comfort (Kvale & Brinkmann, 2009). The interviewer adopts a posture of active,

non-directive listening, employing probing prompts to encourage elaboration without guiding the direction of informant responses. Consistent with the Gioia Methodology's commitment to informant voice, the interviewer refrains from introducing theoretical terms, academic constructs, or leading interpretive framings at any point during the interview. The role of the interviewer is, as Gioia et al. (2013) characterize it, that of a "glorified reporter" during the data collection phase, whose primary obligation is to create the conditions under which informants can articulate their own understandings as fully and freely as possible.

Data Recording, Transcription, and Management

All interview sessions are audio-recorded with the explicit, written informed consent of each participant. Audio recording is supplemented by the interviewer's concurrent field notes, which capture non-verbal observations, significant pauses, emotional tone, and any contextual details that may not be audible in the recording alone. Immediately following each interview, the interviewer compiles a brief post-interview summary memorandum documenting initial impressions, emergent concepts, and preliminary reflections relevant to the developing analytical framework. These post-interview memos serve an important function within the Gioia analytical process, as they constitute an early stage of the iterative reflective practice through which 1st-Order concepts begin to crystallize between data collection sessions (Gioia et al., 2013; Magnani & Gioia, 2023).

Audio recordings are transcribed verbatim within 48 hours of each interview, capturing the complete spoken content of both the interviewer's questions and the informant's responses, including false starts, repetitions, and emphatic expressions that may carry analytical significance. Transcription is initially completed in Vietnamese, preserving the informants' original linguistic expression. Each Vietnamese transcript is subsequently translated into English by a bilingual research assistant with a background in social science research, and the quality of translation is verified through a back-translation procedure in which a second bilingual reviewer independently re-translates the English version into Vietnamese and compares it with the original (Brislin, 1970). Discrepancies between the original and back-translated Vietnamese are resolved through discussion between the two bilingual reviewers. All transcripts are fully anonymized prior to analysis, with participants assigned alphanumeric identifiers in the format P01, P02, P03, and so forth.

Completed and anonymized transcripts are imported into NVivo (Version 14) for systematic management and analysis as described in Section 3.6.

Iterative Data Collection and Theoretical Saturation

In alignment with the epistemological and procedural commitments of the Gioia Methodology, data collection in this study is conducted as an iterative process rather than a fixed, predetermined procedure in which all interviews are conducted before analysis begins (Gioia et al., 2013). After each set of three to five interviews, a preliminary round of 1st-Order coding is conducted in NVivo to assess the conceptual yield of the data collected so far and to identify any thematic areas that appear to be underrepresented or analytically underdeveloped. This iterative alternation between data collection and preliminary analysis enables the researcher to make informed decisions about the direction and emphasis of subsequent interviews, a process analogous to what Gioia and colleagues describe as the constant comparison of data across informants and time points (Gioia et al., 2013).

Data collection is concluded when the criterion of theoretical saturation is reached, defined as the point at which additional interviews cease to yield new 1st-Order Concepts and existing concepts are merely confirmed or refined rather than extended by incoming data (Gioia et al., 2013). As the Sustainability Methods Institute (n.d.) notes in its documentation of the Gioia Methodology, a corpus of approximately 10 interviews can typically generate between 50 and 100 distinct 1st-Order Concepts, and theoretical saturation for a focused research phenomenon of the type examined in this study is commonly achieved within a sample range of 20 to 30 interviews. A target sample of this size is therefore planned for this study, as detailed in Section 3.5, though the precise endpoint of data collection is determined empirically by the attainment of saturation rather than by the pre-specification of a fixed sample size.

3.2.3. Sampling Strategy

Overview of the Sampling Philosophy

The sampling strategy adopted in this study is premised on a fundamental epistemological distinction between qualitative and quantitative approaches to participant selection. Whereas quantitative research employs probability sampling to achieve statistical representativeness of a defined population, qualitative research demands a fundamentally different logic, one oriented toward the identification and selection of information-rich cases capable of yielding the deepest possible insight

into the phenomenon of interest (Patton, 2015). As Patton (2015) argues, the logic and power of purposeful sampling lies in selecting cases that will "illuminate the questions under study" (p. 264), rather than in producing a sample whose characteristics mirror the proportional composition of a larger population. This epistemological orientation is entirely consistent with the Gioia Methodology's foundational assumption that participants are knowledgeable agents whose first-person articulations of their experiences constitute the primary source of theoretical insight, and whose selection should therefore be guided by the quality and relevance of the experience they bring to the inquiry rather than by any principle of statistical generalizability (Gioia et al., 2013; Lincoln & Guba, 1985).

Accordingly, this study adopts a purposive sampling approach as its primary sampling strategy, complemented by maximum variation (heterogeneous) sampling to ensure that the participant pool encompasses a sufficiently diverse range of experiential perspectives, demographic characteristics, and platform usage behaviors. This combination of sampling strategies reflects the recommendation of Bouncken et al. (2025), who argue that purposeful sampling in management and consumer research should simultaneously target information richness and experiential diversity in order to generate both depth and breadth of conceptual insight. The recruitment procedure is further supported by snowball sampling techniques to facilitate access to participants who meet the eligibility criteria but may not be readily accessible through conventional recruitment channels, a strategy documented as particularly effective for reaching digitally embedded, platform-specific populations such as active short-form video users (Dosek, 2021).

Purposive Sampling as the Primary Strategy

Purposive sampling, also referred to as purposeful sampling in the methodological literature, is defined as the deliberate selection of participants based on predefined characteristics that are specifically relevant to the research question and analytical objectives of the study (Patton, 2015; Merriam & Tisdell, 2016). It is the most widely employed sampling strategy in qualitative inquiry because it ensures that every individual who participates in the study possesses the experiential depth and contextual relevance necessary to contribute meaningfully to the analytical process (Palinkas et al., 2015). In the context of the Gioia Methodology, purposive selection is of critical importance because the quality and conceptual yield of the 1st-Order

Analysis depends directly on whether informants have genuinely and substantively experienced the phenomenon under investigation. An informant who has had only superficial or infrequent exposure to product placement in short-form video content would be unlikely to generate the layered, nuanced narrative accounts from which conceptually productive 1st-Order Concepts are derived (Gioia et al., 2013).

The purposive selection in this study is operationalized through a set of explicit participant eligibility criteria, detailed in Section 3.5.3 below, that together define the profile of an information-rich informant for the purposes of this inquiry. These criteria are developed with direct reference to the research context, namely the Vietnamese short-form video advertising landscape, and to the specific variables and constructs that constitute the theoretical framework of this thesis, including product placement exposure, perceived usefulness, social media influence, brand familiarity, and brand image formation.

Participant Eligibility Criteria

The eligibility criteria for participation in this study are established on the basis of both conceptual and contextual considerations. Conceptually, the criteria are derived from the Gioia Methodology's requirement that informants be demonstrably "knowledgeable agents" in relation to the phenomenon of interest (Gioia et al., 2013, p. 16), meaning that they must have accumulated sufficient experience with short-form video product placement to be capable of articulating their cognitive, emotional, and social responses with the degree of reflective specificity required for productive qualitative analysis. Contextually, the criteria are anchored in the documented demographics of short-form video consumption in Vietnam, particularly with respect to the TikTok platform, which as of early 2025 had reached 40.9 million users aged 18 and above in Vietnam, representing 55.6 percent of the entire adult population (DataReportal, 2025).

The full set of eligibility criteria, together with the empirical or theoretical justification for each criterion, is presented in Table 3 below.

Table 3: Participant Eligibility Criteria and Justification

Criterion	Specification	Justification
Age	18 to 35 years of age	This age range encompasses both Generation Z (18 to 24) and younger Millennials (25 to 35), who together constitute the primary demographic of short-form video consumers in Vietnam. Generation Z represents approximately 62 percent of TikTok's user base in Vietnam (House of Marketers, 2024), while the 25 to 34 age cohort constitutes 14.4 percent of Vietnam's total population (DataReportal, 2025). Restricting the sample to this age range ensures that informants possess extensive, naturalistic experience with short-form video platforms.
Platform Usage Frequency	Active user of at least one short-form video platform (TikTok, Instagram Reels, or YouTube Shorts) with a self-reported usage frequency of a minimum of three times per week in the three	Regular engagement with short-form video platforms is a prerequisite for meaningful exposure to product placement content. Three sessions per week represents a threshold of engagement sufficient to have generated recurrent, reflective awareness of product placement practices, consistent

Criterion	Specification	Justification
	months preceding the interview	with the experiential depth required by the Gioia Methodology (Gioia et al., 2013).
Product Placement Exposure	Self-reported conscious exposure to at least one product placement video on a short-form video platform within the three months preceding the interview	Direct and remembered experience of product placement is the phenomenological precondition for the kind of first-person, interpretively rich account that the Gioia 1st-Order Analysis requires. Without this experience, informants would be speculating rather than narrating, compromising the empirical grounding of the data (Gioia et al., 2013; Merriam & Tisdell, 2016).
Nationality and Residency	Vietnamese nationality and current residency in Vietnam	The study is explicitly contextualized within Vietnam's digital advertising ecosystem. Cultural, linguistic, and platform usage specificities of the Vietnamese context are integral to the phenomenon being examined and require participants who are embedded in that context (Squires, 2009).

Criterion	Specification	Justification
Occupational Background	No current or prior professional employment in marketing, advertising, brand management, or public relations	Participants with professional marketing backgrounds may apply industry-specific analytical frameworks to their accounts of product placement experience, introducing expert rationalization that would compromise the naturalistic, consumer-perspective focus of the inquiry. The study seeks to capture the experience of ordinary consumers rather than industry-informed practitioners (Merriam & Tisdell, 2016).

Maximum Variation Sampling for Analytical Diversity

While the eligibility criteria in Section 3.5.3 define the minimum qualifications for participation, the Gioia Methodology requires that data collection generate conceptually diverse accounts capable of revealing both commonalities and divergences across informants, a requirement that necessitates deliberate attention to variation within the purposively selected sample (Gioia et al., 2013; Patton, 2015). Maximum variation sampling, defined as the intentional selection of participants who vary widely across dimensions relevant to the research question, is therefore employed as a complementary strategy within the purposive sampling framework (Patton, 2015; Palinkas et al., 2015).

As Patton (2015) explains, the methodological logic of maximum variation sampling is that any patterns identified across a heterogeneous sample are likely to reflect genuine shared phenomena rather than artifacts of a homogeneous group, while the diversity within the sample also generates a rich array of different perspectives that

enriches the 1st-Order analytical process. In the present study, maximum variation is pursued across the six dimensions detailed in Table 4 below.

Table 4: Maximum Variation Dimensions for Participant Selection

Variation Dimension	Sub-Categories Targeted	Rationale
Gender	Male and female participants in approximately equal proportions	Gender may shape both the types of product placement content encountered and the nature of social influence processes in short-form video environments. Ensuring gender diversity prevents the analytical framework from reflecting a gender-specific experiential bias.
Age Subgroup	Generation Z (18 to 24 years) and younger Millennials (25 to 35 years)	These two generational cohorts exhibit meaningfully different patterns of platform engagement, brand familiarity, and susceptibility to social media influence (House of Marketers, 2024; DataReportal, 2025). Variation across age subgroups ensures that emerging concepts are not confined to a single generational perspective.
Geographic Location	Urban centers (Hanoi and Ho Chi Minh City)	As of early 2025, 40.5 percent of Vietnam's population resided in urban centers, while 59.5 percent

Variation Dimension	Sub-Categories Targeted	Rationale
	and non-urban provincial locations	resided in rural areas (DataReportal, 2025). Digital platform access, content consumption patterns, and brand familiarity levels may differ meaningfully between urban and non-urban consumers.
Primary Short-Form Video Platform	TikTok, Instagram Reels, and YouTube Shorts users	Each platform features distinct interface designs, algorithm logics, content formats, and influencer ecosystems. Variation in platform preference ensures that emergent concepts are not artifacts of a single platform's design affordances.
Self-Reported Brand Familiarity Level	Participants who describe themselves as highly familiar with the brands they encounter in short-form videos, and those who report low familiarity	Brand familiarity is one of the central moderating variables in the thesis's theoretical framework. Ensuring variation in this dimension across the sample enables richer exploration of how familiarity shapes the brand image formation process.
Self-Reported	Participants who have and have not made a purchase or sought	Variation in behavioral response provides a basis for exploring the full range of advertising

Variation Dimension	Sub-Categories Targeted	Rationale
Behavioral Response	further information following exposure to short-form video product placement	adoption experiences, from high engagement to minimal response, generating a more complete and analytically productive conceptual landscape.

Participant Recruitment Procedure

Participant recruitment is conducted in two sequential phases. In the initial phase, a purposive recruitment approach is employed, whereby potential participants who meet the eligibility criteria in Table 4 are identified through three primary channels. The first channel is university and college networks in Hanoi and Ho Chi Minh City, which provide access to Generation Z and younger Millennial populations with established patterns of short-form video consumption. The second channel is targeted posting in Vietnamese social media communities and discussion groups on Facebook and TikTok that are dedicated to consumer reviews, digital content, and lifestyle topics, providing access to a broader and geographically diverse pool of potential participants. The third channel is outreach through personal and professional contacts of the research team, who are invited to refer individuals who meet the eligibility criteria.

In the second phase, a snowball sampling strategy is employed to supplement the initial purposive recruitment by inviting interviewed participants to refer other individuals within their social networks who they believe would meet the eligibility criteria and be willing to participate (Dosek, 2021; Sadler et al., 2010). Snowball sampling is particularly appropriate in this research context because active short-form video users with conscious experience of product placement are not organized into formal registries or accessible institutional lists, making them a partially "hard-to-reach" population for formal recruitment purposes (Sadler et al., 2010). The integration of snowball sampling alongside purposive recruitment also naturally

reflects the social network dynamics that are themselves central to the phenomenon under investigation, namely the role of peer networks and social influence in mediating consumer responses to short-form video advertising.

All potential participants are pre-screened against the eligibility criteria in Table 4 through a brief written screening questionnaire administered prior to interview scheduling. Only individuals who satisfy all five eligibility criteria are invited to participate. Recruitment continues until the theoretical saturation criterion described in Section 3.5.6 is reached.

Sample Size Determination and Theoretical Saturation

The question of appropriate sample size in qualitative research cannot be resolved through the application of predetermined numerical thresholds, as is customary in quantitative inquiry. Rather, the adequacy of a qualitative sample is determined by the criterion of theoretical saturation, defined as the analytical state in which additional interviews cease to generate new 1st-Order Concepts and instead produce only confirmatory evidence of concepts already identified in the emerging data structure (Gioia et al., 2013; Patton, 2015). This principle is directly articulated in the Gioia Methodology, where data collection is understood as an iterative process that continues until the researcher can confirm that no meaningful conceptual novelty is being added by incoming data (Gioia et al., 2013).

With respect to quantitative guidance, Gioia et al. (2013) note that approximately 10 interviews can typically yield between 50 and 100 distinct 1st-Order Concepts, a figure that provides a useful benchmark for understanding the conceptual productivity of each interview within the Gioia analytical process. Complementary evidence from the broader qualitative methods literature suggests that empirical code saturation, defined as the point at which no new codes are generated by additional data, is achievable within samples of 9 to 17 interviews for focused, well-defined research phenomena (Hennink et al., 2022; Bouncken et al., 2025). However, the present study addresses a phenomenon of considerable conceptual breadth and multidimensionality, encompassing at minimum six distinct thematic domains as reflected in the interview guide (Table 3.1), including platform engagement, product placement experience, content and influencer evaluation, social influence, brand familiarity, and brand image formation. For phenomena of this complexity, a larger sample is warranted to ensure that all analytically significant dimensions of

consumer experience are adequately represented in the 1st-Order conceptual inventory before saturation can be confidently declared (Patton, 2015; Merriam & Tisdell, 2016).

On the basis of these considerations, this study targets an initial sample of 20 to 25 participants, with a planned upper limit of 30 participants in the event that saturation has not been achieved by the time the 25th interview has been completed and analyzed. This range is consistent with the sampling norms observed in published studies employing the Gioia Methodology across management, marketing, and consumer research contexts. Table 5 below summarizes the sample size benchmarks from relevant methodological sources that inform this determination.

Table 5: Sample Size Benchmarks and Saturation Criteria in Qualitative Research Relevant to the Gioia Methodology

Source	Research Context	Recommended or Observed Sample Size	Saturation Criterion
Gioia et al. (2013)	Organizational identity and strategic change	Approximately 20 to 25 interviews per study	No new 1st-Order Concepts emerging from additional interviews
Sustainability Methods Institute (n.d.)	Gioia Methodology application	10 interviews yield 50 to 100 1st-Order Concepts	Theoretical saturation upon conceptual redundancy
Hennink et al. (2022)	Broad qualitative health and social science research	9 to 17 interviews for code saturation	Empirical code saturation

Source	Research Context	Recommended or Observed Sample Size	Saturation Criterion
Bouncken et al. (2025)	Management and entrepreneurship qualitative research	9 to 17 interviews	Conceptual saturation
Present Study	Consumer behavior and brand image, Vietnam	20 to 25 interviews (upper limit 30)	Theoretical saturation per Gioia methodology criteria

Note. The target range of 20 to 25 participants in this study reflects both the breadth of the thematic domains addressed and the multidimensional conceptual structure of the phenomenon of interest, which exceeds the scope of studies for which saturation has been documented at smaller sample sizes.

The final sample size is therefore not fixed in advance but is determined empirically through the iterative data collection process described in Section 3.4.6. After each set of three to five interviews, a preliminary round of 1st-Order coding is conducted in NVivo to monitor the rate at which new concepts are emerging. When three consecutive rounds of preliminary coding yield no new 1st-Order Concepts across any of the six thematic domains, theoretical saturation is declared and data collection is concluded. This empirically grounded approach to sample closure is fully consistent with the Gioia Methodology's iterative, data-responsive logic and ensures that the final sample is both analytically sufficient and methodologically defensible (Gioia et al., 2013; Magnani & Gioia, 2023).

3.2.4. Data Analysis: The Gioia Methodology with NVivo 14

Overview of the Analytical Approach

Data analysis constitutes the intellectual core of any qualitative inquiry, and the credibility of the findings depends, above all, on the transparency and systematicity

with which raw data are transformed into theoretical insight. This study employs the Gioia Methodology as the overarching framework for organizing and interpreting the qualitative data generated through semi-structured in-depth interviews (Gioia et al., 2013). The Gioia Methodology provides a systematic, three-phase inductive process through which participants' own words are progressively abstracted into theoretically meaningful constructs, thereby preserving the voices of informants while simultaneously producing findings that transcend the immediate empirical context. The analytical process is operationalized using NVivo 14 (QSR International), a Computer-Assisted Qualitative Data Analysis Software (CAQDAS) platform that facilitates the management, coding, retrieval, and visualization of large volumes of qualitative data (Bazeley & Jackson, 2013; Zamawe, 2015).

The decision to pair the Gioia Methodology with NVivo 14 is deliberate and methodologically coherent. As Bazeley and Jackson (2013) argued, CAQDAS platforms do not replace the analytical judgment of the researcher; rather, they augment the researcher's capacity to manage data systematically, maintain a transparent audit trail, and visualize emergent patterns across cases. When used in tandem with the Gioia Methodology, NVivo 14 provides the structural scaffolding within which the three analytical phases, namely first-order analysis, second-order analysis, and the construction of aggregate dimensions, can be executed with rigor and documented with precision (Magnani & Gioia, 2023). This is especially important in the present study, where the phenomena under investigation, namely consumer interpretation of product placement in short-form videos and the consequent formation of brand image, are inherently subjective and contextually embedded, rendering them ill-suited to purely deductive analysis (Creswell & Poth, 2018).

The analysis proceeds iteratively and in three principal stages. During the first stage, all transcripts are coded using informants' own language to generate first-order concepts. During the second stage, these concepts are grouped into theoretically labeled second-order themes through abductive reasoning and constant comparison. During the third stage, the second-order themes are synthesized into three to five aggregate dimensions that constitute the superordinate analytical framework. The culmination of this process is a data structure diagram, a horizontal tree diagram that provides a graphic account of the pathway from raw participant language to high-

level theoretical categories, serving both as an analytical tool and as a credibility device for readers (Corley & Gioia, 2004; Gioia et al., 2013).

Phase One: First-Order Analysis and In-Vivo Coding in NVivo 14

The first-order analysis begins immediately after the verbatim transcripts have been imported into NVivo 14 as individual source files. Each transcript is assigned a participant identifier (e.g., P01, P02, P03) and is accompanied by an attribute record that documents relevant demographic and contextual information, including age group, gender, geographic location, primary platform, and behavioral response to product-placement content. As Bazeley and Jackson (2013) noted, linking attributes to source documents in NVivo enables the researcher to conduct subsequent cross-case comparisons and matrix-coding queries that illuminate how concepts vary across participant subgroups.

The coding procedure at this stage follows the in-vivo coding convention advocated by Gioia et al. (2013), wherein text segments are coded using the informants' exact words or phrases rather than researcher-imposed labels. This approach operationalizes the Gioia Methodology's foundational assumption that participants are knowledgeable agents whose own conceptual vocabulary deserves prominence in the early stages of analysis (Gioia et al., 2013, p. 16). Within NVivo 14, the "Code In Vivo" function is used to automatically create a new free node from the highlighted text passage, preserving the participant's original expression as the node label. For example, a participant's statement that "I feel like the person actually uses the product and it makes me want to trust it more" would generate a first-order concept labeled accordingly, retaining the participant's communicative logic rather than prematurely substituting a theoretical term such as "source credibility."

During this phase, the researcher reads through each transcript multiple times, highlighting and coding text segments that relate to the study's domain of interest, including content quality, influencer attributes, peer and social influence, brand knowledge, advertising recognition, and brand impression formation. This process is not linear; the researcher frequently returns to earlier transcripts to re-examine previously coded segments in light of concepts that emerged later, thereby enacting the constant comparison procedure recommended by Gioia et al. (2013). NVivo 14's "Compare Coding" and "Word Frequency Query" functions support this iterative re-examination by allowing the researcher to identify recurring expressions and

evaluate whether particular passages have been consistently assigned to the most appropriate nodes.

It is anticipated that the full corpus of 20 to 25 transcripts will yield between 60 and 120 first-order concepts, consistent with Gioia et al.'s (2013) observation that approximately 10 interviews produce 50 to 100 first-order concepts. This range is also consistent with similar studies employing the Gioia Methodology in the domain of consumer and brand research, where the sheer lexical diversity of participants' descriptions of brand encounters typically generates a relatively large pool of initial concepts (Magnani & Gioia, 2023). All first-order concepts are stored as free nodes within NVivo 14 at this stage, organized alphabetically within the Free Nodes folder to facilitate subsequent grouping and review.

Throughout the first-order analysis, the researcher maintains an ongoing analytical memo in NVivo 14 for each transcript, recording initial interpretive observations, conceptual linkages, and any emerging analytical hunches. The Memo tool in NVivo 14 is particularly suited to this purpose because memos can be linked directly to specific nodes or text passages using NodeLink and DocLink functions, thereby preserving the precise evidential grounding for each interpretive note (Bazeley & Jackson, 2013). These memos collectively constitute an analytical journal that documents the evolution of the researcher's thinking across the entire coding process, forming a key component of the dependability and confirmability audit trail (Lincoln & Guba, 1985).

Phase Two: Second-Order Analysis and the Development of Theoretical Themes

Upon completion of the first-order coding across all transcripts, the analysis transitions from the empirical domain of informant language to the theoretical domain of researcher interpretation. This transition, which Gioia et al. (2013) described as moving from a "1st-order" to a "2nd-order" level of analysis, involves grouping the first-order concepts into a smaller set of theoretically labeled themes that describe and explain the observed phenomena in terms accessible to the broader scholarly community. This phase is characterized by what Gioia et al. (2013) termed abductive reasoning, in which the researcher draws simultaneously on the empirical patterns in the data and on relevant theoretical frameworks to construct explanatory labels for the emerging themes.

Within NVivo 14, this grouping process is implemented by converting the Free Nodes from the first-order analysis into a hierarchical node structure using the Parent and Child Node architecture. Each proposed second-order theme is created as a parent node, and the relevant first-order concepts are moved or nested beneath it as child nodes. This structural transformation within NVivo 14 makes the analytical reasoning visible and auditable: the parent node label reflects the researcher's theoretical interpretation, while the child nodes preserve the informants' original language on which that interpretation is based (Bazeley & Jackson, 2013). For instance, multiple first-order concepts such as "I feel like the person actually uses the product and trusts it," "the influencer seems genuinely interested," and "you can tell when someone is just paid to say something versus when they actually believe it" might be grouped beneath a second-order theme labeled "Perceived Authenticity of Influencer Endorsement," a theoretical label that connects the informants' experiential accounts to the study's broader concern with source credibility as a determinant of advertising adoption.

The researcher consults the theoretical framework of the study, specifically the Information Adoption Model and Social Influence Theory, during the second-order analysis to ensure that the emerging themes are positioned within a coherent theoretical context (Gioia et al., 2013). However, consistent with the epistemological commitments of the Gioia Methodology, the researcher avoids imposing theoretical labels prematurely or forcing the data into pre-existing conceptual categories. The literature serves as a sensitizing resource rather than a deterministic framework: it guides the researcher's attention toward potentially significant patterns while preserving the possibility of discovering conceptual insights that extend or complicate existing theory (Magnani & Gioia, 2023).

Constant comparison is continued throughout the second-order analysis. After each grouping decision, the researcher reviews all the child nodes within the proposed theme to verify internal coherence and examines whether any first-order concepts have been miscategorized or whether new patterns of similarity and difference are emerging across groups. NVivo 14's Coding Matrix Query function is especially valuable at this stage because it enables the researcher to visualize how themes are distributed across cases, revealing both areas of convergence, which indicate shared consumer experiences, and areas of divergence, which signal heterogeneity in the

ways that different participant subgroups interpret product placement and form brand impressions (Bazeley & Jackson, 2013). Negative cases, that is, instances in which a participant's account contradicts or qualifies the dominant pattern within a theme, are specifically sought out and documented in the analytical memos, as they provide important boundary conditions for the theoretical claims (Patton, 2015).

Data collection and second-order analysis proceed iteratively. Following every set of three to five new interviews, the researcher reviews the accumulated second-order themes in NVivo 14 and assesses whether the new data introduce any conceptual content that cannot be accommodated within the existing thematic structure. When no new second-order themes emerge from additional interviews, theoretical saturation is considered to have been achieved (Gioia et al., 2013; Hennink & Kaiser, 2022). Saturation is operationalized in this study as three consecutive rounds of NVivo 14 coding in which no new parent nodes are added and no substantial redistribution of child nodes is required. The final set of second-order themes is expected to number between 20 and 30, consistent with the parameters reported in comparable applications of the Gioia Methodology (Gioia et al., 2013; Magnani & Gioia, 2023).

Phase Three: Aggregate Dimensions and the Construction of the Data Structure

The third and final phase of the Gioia analytical process involves synthesizing the second-order themes into a small number of overarching aggregate dimensions. Gioia et al. (2013) described this phase as the construction of a "superordinate framework" that organizes the emerging findings into three to five higher-order categories, each of which captures a qualitatively distinct dimension of the phenomenon under investigation. The aggregate dimensions are the most abstract level of the data structure and represent the researcher's ultimate theoretical contribution: they should describe the phenomenon in a manner that is conceptually novel and not merely a restatement of existing theoretical categories (Gioia et al., 2013; Corley & Gioia, 2004).

In NVivo 14, the aggregate dimensions are represented as a second level of parent nodes positioned above the second-order theme nodes in the coding hierarchy. The researcher constructs each aggregate dimension by identifying clusters of second-order themes that share a common theoretical logic, even though they may differ in their specific empirical content. For example, second-order themes such as

"Perceived Authenticity of Influencer Endorsement," "Informational Value of Product Placement Content," and "Cognitive Ease of Processing Short-Form Video" might be synthesized into an aggregate dimension labeled "Relational Information Processing in Short-Form Video Contexts," which captures the overarching process by which consumers evaluate the epistemic value of placement content embedded in influencer-mediated short videos. This aggregate dimension would then illuminate a dimension of the theoretical framework that extends beyond the individual-level variables of argument quality and source credibility stipulated in the Information Adoption Model.

Given the specific domain of the present study, the anticipated aggregate dimensions are expected to encompass the major experiential and cognitive processes through which Vietnamese consumers interpret product placement in short-form videos and arrive at a judgment about brand image. Based on the second-order themes generated from the interview data, it is expected that the aggregate dimensions will address, among other possible categories, the relational dynamics of credibility perception, the social embeddedness of advertising adoption, the role of brand familiarity as a cognitive anchor in brand evaluation, and the affective and identity-based dimensions of brand image formation. These dimensions are likely to correspond, in part, to the key constructs of the quantitative phase while also revealing qualitative nuances, such as the cultural context of peer influence in Vietnam or the distinctive affordances of TikTok's algorithmic content delivery, that are not fully captured by the quantitative framework.

Development of the Data Structure Diagram and the Theoretical Model

The culmination of the three-phase analytical process is the construction of two visual outputs that together constitute the presentational and theoretical deliverables of the Gioia Methodology: the data structure diagram and the theoretical model (Corley & Gioia, 2004; Gioia et al., 2013).

The data structure diagram is a horizontal tree diagram in which the first-order concepts appear on the left, the second-order themes are displayed in the middle column, and the aggregate dimensions are presented on the right. Lines connect each first-order concept to its corresponding second-order theme and each second-order theme to its corresponding aggregate dimension, thereby making fully transparent the analytical pathway from raw participant language to high-level theoretical

categories (Gioia et al., 2013). This diagram, which will be presented as a figure in the findings chapter of this thesis, serves a dual function: it provides the reader with a comprehensive and auditable account of the analytical process, and it constitutes visual evidence of the rigor with which the researcher has grounded the theoretical claims in the empirical data (Corley & Gioia, 2004). NVivo 14's Model tool and Hierarchy Chart function are used to construct and refine this diagram within the software environment before its final rendering for publication.

The theoretical model represents a further level of abstraction beyond the data structure diagram. Whereas the data structure diagram presents a static, hierarchical account of the analytical categories, the theoretical model depicts the dynamic relationships among the aggregate dimensions, illustrating how the major constructs that emerge from the data interact with and influence one another (Gioia et al., 2013). In the context of the present study, the theoretical model is expected to map the processual relationships through which the dimensions of credibility perception, social influence on adoption, brand familiarity activation, and affective brand image formation are sequentially or reciprocally connected in the consumer's experience of short-form video product placement. This model will subsequently be used to inform and refine the interpretation of the quantitative structural equation model in the next phase of the exploratory sequential mixed-methods design (Creswell & Plano Clark, 2018).

Analytical Rigor within the NVivo 14 Environment

Throughout all three phases of the analysis, the researcher employs a set of procedural safeguards specifically designed to enhance the rigor and credibility of the analytical process. First, all coding decisions are documented in the NVivo 14 memo system, creating a comprehensive analytical record that can be reviewed by an independent peer debriefer or, where feasible, shared with a subsample of participants through member checking procedures (Lincoln & Guba, 1985). Second, the NVivo 14 audit trail, which logs all coding activities, node modifications, and query operations with date and time stamps, provides an external record of the analytical sequence that fulfills the dependability criterion of qualitative rigor (Guba & Lincoln, 1989). Third, the researcher maintains a reflexivity journal throughout the analysis, recording potential sources of interpretive bias and conscious efforts to foreground the informants' perspectives over the researcher's own preconceptions,

consistent with the epistemological commitments of the Gioia Methodology (Gioia et al., 2013). Table 6 presents a summary of the NVivo 14 functions employed at each phase of the Gioia analysis.

Table 6: Summary of NVivo 14 Functions Applied in Each Phase of the Gioia Analytical Process

Analytical Phase	NVivo 14 Function	Purpose
First-Order Analysis	Code In-Vivo; Free Nodes; Word Frequency Query; Memo Tool	Generate and store informant-centric concepts; identify recurring terms; document analytical reasoning
Second-Order Analysis	Parent and Child Node Hierarchy; Coding Matrix Query; Compare Coding; Negative Case Search	Group first-order concepts into theoretical themes; assess cross-case distribution; verify thematic coherence
Aggregate Dimensions	Higher-Order Node Structure; Hierarchy Chart; Analytical Memos	Synthesize second-order themes into superordinate analytical categories
Data Structure and Model	Model Tool; Hierarchy Chart; Cases and Attributes	Construct horizontal data structure diagram and theoretical model of dynamic relationships

3.2.5. Trustworthiness and Rigor

Overview: Trustworthiness as the Qualitative Standard of Rigor

Establishing the quality and credibility of a qualitative inquiry requires a framework of evaluation that is epistemologically coherent with the interpretivist paradigm from

which such research proceeds. The conventional quantitative criteria of internal validity, external validity, reliability, and objectivity are designed to assess the precision of measurement and the replicability of experimental conditions, and therefore cannot be straightforwardly transposed onto qualitative research without distorting the ontological assumptions on which such research is premised (Lincoln & Guba, 1985). In their seminal work on naturalistic inquiry, Lincoln and Guba (1985) proposed an alternative and epistemologically congruent framework of trustworthiness, organized around four parallel criteria: credibility, transferability, dependability, and confirmability. These criteria have been broadly adopted across disciplines as the primary standards for assessing the rigor of qualitative studies (Johnson et al., 2020; Korstjens & Moser, 2018). More recent scholarship has additionally recognized reflexivity as a fifth and indispensable dimension of qualitative rigor, given the central role that the researcher's positionality plays in shaping every stage of the interpretive process (Olmos-Vega et al., 2023; Tracy, 2010).

This section describes the specific strategies employed in the present study to address each of these five dimensions of trustworthiness. The strategies are selected to be congruent with the Gioia Methodology and the NVivo 14 analytical environment described in the preceding section, and they are adapted to the specific empirical context of the study, namely the investigation of Vietnamese consumers' subjective interpretation of product placement in short-form videos and the consequent formation of brand image. As Magnani and Gioia (2023) argued, the Gioia Methodology is specifically designed to meet the high standards of rigor demanded by top-tier academic journals precisely because it makes the analytical pathway from raw data to theoretical conclusions fully transparent and verifiable, and the trustworthiness strategies described below reinforce and operationalize that transparency at every stage of the research process.

Credibility

Credibility is the qualitative analogue of internal validity and is concerned with the extent to which the research findings accurately represent the meanings, perspectives, and experiences of the study participants (Lincoln & Guba, 1985). Credibility addresses the fundamental question of whether the findings are a plausible and trustworthy account of the social reality that participants constructed

and described in their interviews (Korstjens & Moser, 2018). In the present study, credibility is established through four mutually reinforcing strategies: prolonged engagement, triangulation, member checking, and the structural transparency of the Gioia Methodology's data analysis process.

Prolonged engagement refers to sustained immersion in the research context sufficient to build an adequate understanding of the phenomenon under investigation and to minimize the risk of premature conceptual closure (Lincoln & Guba, 1985). In the present study, prolonged engagement is operationalized through an iterative data collection and analysis process in which the researcher conducts interviews across multiple weeks, engages in repeated review of each transcript, and conducts preliminary first-order coding after every set of three to five interviews before proceeding to the next round of data collection. This iterative engagement, which is structurally built into the Gioia Methodology through the constant comparison procedure (Gioia et al., 2013), allows the researcher to become progressively more familiar with the linguistic patterns, cultural references, and experiential nuances that characterize Vietnamese consumers' engagement with short-form video content.

Triangulation is employed as a second strategy for establishing credibility. Methodological triangulation is achieved by supplementing the primary data from in-depth interviews with a systematic non-participant observation of a purposively selected sample of 20 to 30 short-form product placement videos drawn from TikTok, Instagram Reels, and YouTube Shorts. Field notes from the video observation are imported into NVivo 14 as separate source documents and are coded in parallel with the interview transcripts, enabling the researcher to cross-verify whether the features of product placement content that participants describe in their interviews are consistent with the observable characteristics of the actual content they were exposed to (Johnson et al., 2020). Data triangulation across participant accounts is further achieved through the constant comparison procedure in NVivo 14, in which the researcher systematically compares the first-order concepts generated from each transcript with those from all preceding transcripts to identify convergences and divergences in participants' interpretations.

Member checking constitutes the third and methodologically most direct credibility strategy. Member checking, also described as respondent validation, involves returning preliminary analytical findings to a subsample of study participants and

inviting them to assess whether the researcher's interpretations accurately reflect their intended meanings and experiences (Birt et al., 2016). In the present study, member checking is conducted in two stages. In the first stage, individual interview transcripts are sent electronically to the corresponding participants within one week of the interview, and participants are asked to verify the accuracy of the transcription and to identify any passages that misrepresent their intended meaning. In the second stage, a written summary of the second-order themes and aggregate dimensions is shared with a subsample of five to seven participants, selected to reflect the maximum-variation dimensions described in Section 3.5, and participants are invited to provide written or verbal feedback on whether the thematic summaries resonate with their own experience of the phenomenon (McKim, 2023). Any discrepancies identified through this process are documented in the NVivo 14 analytical memos and addressed through targeted re-reading and re-coding of the relevant transcript passages.

Finally, credibility is inherently reinforced by the structural logic of the Gioia Methodology itself. As Gioia et al. (2013) emphasized, the use of participants' exact language in first-order coding provides the foundational layer of evidence that all subsequent theoretical interpretations are grounded in the empirical data rather than in the researcher's preconceptions. The data structure diagram, described in Section 3.6.5, serves as a publicly verifiable account of the analytical pathway, enabling readers and reviewers to trace every second-order theme and aggregate dimension back to the specific first-order concepts from which it was derived, thereby demonstrating the evidentiary basis for the findings in a manner that is transparent and open to critique (Corley & Gioia, 2004; Gioia et al., 2013).

Transferability

Transferability is the qualitative analogue of external validity and refers to the degree to which the findings of a study can be meaningfully applied to other contexts, settings, or participant groups (Lincoln & Guba, 1985). Importantly, Lincoln and Guba (1985) argued that the responsibility for making transferability judgments rests not with the researcher but with the potential user of the findings, who must assess whether the conditions of the original study are sufficiently similar to their own context for the findings to be applicable. The researcher's obligation, therefore, is not to demonstrate generalizability in the statistical sense but to provide a

sufficiently rich and detailed account of the research context, participants, and process to enable such a judgment to be made (Creswell & Poth, 2018; Korstjens & Moser, 2018).

In the present study, transferability is addressed primarily through the provision of thick description, a term originating in Geertz's (1973) cultural anthropology and adopted by Lincoln and Guba (1985) to denote the depth and density of contextual information that a researcher provides when reporting qualitative findings. Thick description in this study encompasses several layers of contextual detail. At the macro level, the researcher provides a comprehensive account of the Vietnamese digital advertising landscape, including data on social media penetration, platform demographics, and the cultural characteristics of short-form video consumption among young Vietnamese consumers, as documented in the introductory and literature review chapters. At the participant level, Tables 4 and 5 in Section 3.5 present the demographic profile and maximum-variation characteristics of the sample in sufficient detail for the reader to assess the extent to which the participant group is representative of the broader population of Vietnamese short-form video users. At the analytical level, the data structure diagram and the verbatim participant quotations included in the findings chapter provide the reader with direct access to the raw experiential language from which the theoretical categories were derived, enabling an independent assessment of the plausibility and applicability of those categories.

It is acknowledged that the scope of transferability in the present study is bounded by the specific cultural and technological context of Vietnam in the mid-2020s. The patterns of social influence, brand familiarity activation, and credibility perception that emerge from the Vietnamese participants may not apply without modification to consumers in other national or cultural contexts. However, by documenting this contextual specificity in detail and by situating the findings within the broader theoretical frameworks of the Information Adoption Model and Social Influence Theory, the present study contributes to a cumulative body of knowledge from which contextually informed comparisons can subsequently be drawn (Magnani & Gioia, 2023).

Dependability

Dependability is the qualitative analogue of reliability and is concerned with the consistency and stability of the research process over time (Lincoln & Guba, 1985). Dependability does not require that a qualitative study produce identical results if repeated, because qualitative research acknowledges the dynamic and context-dependent nature of human experience. Rather, it requires that the researcher documents the research process in sufficient detail to demonstrate that the analytical decisions were logical, systematic, and consistent with the chosen methodology (Guba & Lincoln, 1989; Johnson et al., 2020).

The primary strategy for establishing dependability in the present study is the construction and maintenance of a comprehensive audit trail. An audit trail is a systematic record of all decisions, procedures, and changes made throughout the research process, preserved in sufficient detail to enable an independent auditor to reconstruct the researcher's analytical path and to assess whether the conclusions were reached through defensible procedures (Lincoln & Guba, 1985). Within NVivo 14, the audit trail is generated automatically through the software's activity logging feature, which records every coding action, node modification, query execution, and memo entry with a date and time stamp (Bazeley & Jackson, 2013). This NVivo-generated log constitutes the primary dependability record for the data analysis phase.

The audit trail is supplemented by a detailed methodological journal maintained by the researcher throughout the study, in which all decisions regarding sampling, interview guide revisions, coding scheme development, and analytical direction changes are recorded and explained. This journal includes, for each major analytical decision, a description of the decision made, the rationale for it, and any alternative options that were considered but rejected. The combination of the NVivo activity log and the methodological journal provides a complete and verifiable account of the research path from data collection through to the construction of the data structure diagram and theoretical model, satisfying the dependability criterion as defined by Lincoln and Guba (1985) and operationalized for Gioia-based studies by Magnani and Gioia (2023).

A peer debriefing procedure further supports dependability by introducing an independent perspective on the analytical process. Peer debriefing involves

consulting with a colleague who is familiar with qualitative methodology but who is not directly involved in the study, and inviting critical scrutiny of the coding decisions, thematic groupings, and aggregate dimension labels (Creswell & Poth, 2018). In the present study, peer debriefing sessions are conducted with a fellow doctoral researcher at three key junctures: upon completion of the first-order coding, upon completion of the second-order thematic grouping, and upon finalization of the aggregate dimensions. Discrepancies between the researcher's analytical judgments and the peer debriefer's independent assessments are documented and resolved through discussion, and the resolution process is recorded in the methodological journal.

Confirmability

Confirmability is the qualitative analogue of objectivity and is concerned with demonstrating that the findings of the study are grounded in the data and represent the participants' perspectives rather than the researcher's own interpretive preferences or theoretical biases (Lincoln & Guba, 1985; Guba & Lincoln, 1989). Confirmability addresses the risk, inherent in all interpretivist inquiry, that the researcher's conceptual lens may subtly or overtly distort the analytical process, producing findings that reflect what the researcher expected or wished to find rather than what the data actually contained (Johnson et al., 2020).

In the present study, confirmability is established through a combination of three procedures. First, the in-vivo coding convention of the Gioia Methodology ensures that the initial layer of analysis is conducted in the participants' own language, minimizing the premature introduction of the researcher's theoretical vocabulary into the first-order analytical categories (Gioia et al., 2013). This structural commitment to the informants' language as the evidentiary foundation of the analysis constitutes a methodological safeguard against researcher-imposed interpretations at the most foundational stage of the coding process. Second, the negative case analysis procedure described in Section 3.6.3 requires the researcher to actively seek out, document, and engage with data that challenge or contradict the dominant patterns identified in the second-order themes, thereby preventing the selective use of evidence that would artificially inflate the coherence of the findings (Creswell & Poth, 2018). Third, the audit trail documented in NVivo 14 and the methodological journal described under dependability also serves a confirmability function, because

it enables an external auditor to verify that the analytical conclusions are derived from the data rather than from the researcher's preexisting theoretical commitments (Guba & Lincoln, 1989; Bazeley & Jackson, 2013).

Reflexivity and Researcher Positionality

Reflexivity refers to the ongoing and critical self-examination that a qualitative researcher conducts throughout the entire research process, attending to the ways in which their own background, experiences, values, disciplinary training, and relationship to the research context may shape the questions asked, the interpretations offered, and the conclusions drawn (Olmos-Vega et al., 2023). As the primary instrument of data collection and analysis in a qualitative study, the researcher cannot claim to occupy a position of neutral detachment, and the absence of explicit reflexivity does not eliminate the influence of positionality but merely renders it invisible and therefore unexaminable (Tracy, 2010). Reflexivity is therefore not merely an optional methodological courtesy but a substantive obligation of scholarly integrity in interpretive research (Korstjens & Moser, 2018).

The researcher in the present study maintains a reflexive journal throughout all phases of the research, from the design of the interview guide through the construction of the theoretical model. The reflexive journal documents the researcher's self-perceived positionality with respect to the research context, including their familiarity with TikTok and other short-form video platforms as a Vietnamese digital media user, their prior theoretical exposure to the Information Adoption Model and Social Influence Theory, and any emotional responses or intuitive interpretations that arose during the interview and coding processes. Importantly, the reflexive journal also records the specific measures taken to set aside or bracket these preconceptions during first-order coding, in accordance with the Gioia Methodology's requirement that the researcher initially adopt the role of a "glorified reporter" who gives priority to the informants' language and meaning over the researcher's theoretical vocabulary (Gioia et al., 2013, p. 16).

The researcher's positionality in relation to the study participants deserves particular attention in the present study. As a Vietnamese researcher investigating Vietnamese consumers' perceptions of digital advertising, the researcher occupies a degree of cultural insider status that facilitates rapport-building during interviews and enables nuanced interpretation of culturally specific references and social norms. At the same

time, this insider familiarity carries the risk of unexamined assumptions, particularly with respect to the role of social norms, peer pressure, and collectivist values in shaping advertising adoption and brand image formation in the Vietnamese context (Creswell & Poth, 2018). The reflexive journal documents specific instances in which the researcher's cultural familiarity was recognized as a potential interpretive influence, along with the analytical adjustments made in response.

Summary of Trustworthiness Strategies

Table 7 presents a consolidated overview of the five trustworthiness criteria and the specific strategies employed in the present study to address each. The table is provided as a reference for the reader and as a transparency device consistent with the reporting conventions of high-quality qualitative research (O'Brien et al., 2014).

Table 7: Summary of Trustworthiness Criteria and Corresponding Strategies in the Present Study

Criterion	Qualitative Standard	Strategy Applied in This Study
Credibility	Truth value of findings	Prolonged engagement and iterative data collection; methodological and data triangulation with video observation; two-stage member checking; in-vivo first-order coding preserving informant language; Gioia data structure diagram as transparent evidentiary record
Transferability	Applicability to other contexts	Thick description of Vietnamese digital media context, participant demographics, and platform characteristics; verbatim quotations in findings chapter; maximum-variation sampling to represent diverse subgroups

Criterion	Qualitative Standard	Strategy Applied in This Study
Dependability	Consistency of analytical process	NVivo 14 automated activity log; researcher's methodological journal documenting all analytical decisions; peer debriefing at three analytical junctures
Confirmability	Grounding of findings in data	In-vivo coding convention; negative case analysis documented in NVivo memos; external audit trail enabling independent verification of analytical conclusions
Reflexivity	Transparency of researcher influence	Ongoing reflexive journal documenting positionality, preconceptions, and analytical adjustments; bracketing of theoretical vocabulary during first-order coding; cultural insider awareness documented and managed throughout

3.3. Quantitative Research

In quantitative research, researchers use a survey and create a questionnaire based on information from a literature review and input from specialists in the interviews. Before officially launching the survey, we will ask 100 respondents (pilot study) who have prior experience using social media to watch short videos and reels to pre-test the 5-point Likert questionnaire (available in both Vietnamese and English) (Appendix 2B). This will allow us to identify any areas that need improvement and assess the measures' dependability and quality before we officially conduct the survey in large numbers.

To test the hypotheses and reduce common method bias, a time-lagged design will be employed. Data collection will occur in two waves. Before completing the main questionnaire, participants were instructed to recall a short video they had recently watched that featured a product placement, in which a product, brand, or service appeared within the storyline. They were asked to reflect on how the product was integrated into the narrative and then respond to the survey accordingly. This instruction was presented at the top of the questionnaire as part of the participant information (Appendix 2B). In Time 1, data will be collected on participants' perceptions of product placement characteristics and perceived usefulness. Participants will also be asked to provide their email addresses to enable follow-up contact for the second survey. After a three-month period, in Time 2, participants will complete measures on perceived usefulness, adoption of brand image, social media influence, and brand familiarity.

3.3.1. Research context, data collection, sampling, and sample size

This study focuses on social media users in Vietnam, a country experiencing rapid growth in digital connectivity and mobile internet usage. Vietnam's journey into the digital age began in 1997 with the installation of its first internet infrastructure, aligning the nation with global connectivity trends (Le & Hutchinson, 2022). As of 2024, Vietnam's population exceeded 100 million, with over 70% actively engaging on social media platforms. It is projected that by 2025, the country will have approximately 79.8 million internet users and 76.2 million social media users, including 40.9 million adult TikTok users, highlighting its mobile-first, digitally engaged market (Nguyen, 2025). Social media platforms have become embedded in the daily routines of Vietnamese users, particularly among younger generations (Nguyen, 2025). Social media is now deeply woven into daily life, particularly for younger generations who are highly responsive to visual and influencer-driven content (Nguyen, 2025).

Second, Vietnam's unique cultural and regulatory environment offers a distinct backdrop for studying digital marketing. The Vietnamese media system operates under a one-party government, with centralized control extending from traditional press to digital spaces. Only state-approved internet providers can operate, and content is subject to oversight through legal and technical mechanisms (Le &

Hutchinson, 2022). Despite this, influencer culture and social commerce are thriving, creating a dynamic tension between state regulation and consumer-driven digital content.

Third, product placement is a relatively new yet rapidly expanding marketing technique in Vietnam, particularly on short-form video platforms. While such practices have been criticized in Western markets for potentially manipulating audiences, Vietnamese consumers are still forming their attitudes toward these subtle forms of advertising (Nguyen, 2025). In 2023, over 75% of Vietnamese internet users followed social media influencers, and nearly 80% reported purchasing products based on influencer endorsements (Nguyen, 2025). However, limited research exists on whether these product placements actually enhance or damage brand image from the consumer's perspective.

This study employed a non-probability convenience sampling method to recruit social media users in Vietnam. Non-probability sampling is a method of selecting samples based on the researcher's subjective judgment rather than random selection. A non-probability sample does not result from a random selection method. In a nonprobability sample, subjects are typically chosen based on their accessibility or the deliberate personal judgment of the researcher. The target population included individuals who met the following criteria: (1) having prior experience watching short videos, (2) being at least 18 years of age, (3) using social media at least three times per week, and (4) participants were also required to provide a valid email address for communication and follow-up purposes of second surveys. Participant recruitment was conducted online through posts in Facebook and Zalo community groups. Before accessing the comprehensive survey, participants underwent a concise screening component intended to verify their eligibility according to these criteria. Individuals who failed to satisfy all criteria were automatically disqualified and barred from proceeding with the survey (Appendix 2B).

Surveys distributed via social media platforms offer a cost-effective alternative for researchers, allowing highly targeted posts tailored to specific study populations (Ong et al., 2023). Additionally, this method enhances participant convenience, as respondents can complete the survey at their preferred time and pace, increasing the likelihood of engagement and response accuracy (Ong et al., 2023). Snowball

sampling is a non-probability sampling method in which initial respondents suggest additional participants who fulfill the study's criteria, thereby facilitating sample expansion through social networks (Hair et al., 2020; Saunders et al., 2023). This strategy is particularly valuable in business and management research, as it enables access to hard-to-reach populations, reduces time and cost, and may improve response rates.

The study adopted a non-probability sampling method using snowball sampling to recruit participants. The researcher initially distributed the survey link to eligible participants via social media platforms. These initial respondents were explicitly asked to forward and share the survey link with other individuals who met the study criteria. Recruitment therefore proceeded through participant referrals, forming a chain-referral process characteristic of snowball sampling. This method was intentionally adopted to expand the sample size and enhance participation.

According to Westland (2010), the priori sample size formula determines the minimum and recommended number of responses required for structural equation modeling by considering the number of observed and latent variables, the probability level, effect size, and statistical power. Building on this principle, this study employed Daniel Soper's (2022) online sample size calculator to determine the minimum sample size needed for analysis. The priori method for structural equation modeling determined the necessary sample size using an effect size of 0.30, a statistical power of 0.95, ten latent variables, thirty observed indicators, and a significance level of 0.05. The findings demonstrated that a minimum of 270 responses was required. The first wave of data collection involved administering an online survey that measured the five characteristics of product placement in relation to perceived usefulness. A total of 1,589 respondents completed all measures required for the current study. Three months later, the second wave of data collection was conducted. Participants who had provided their email addresses during the first wave were contacted via email to complete the second survey. However, 282 individuals did not respond. As a result, 1,307 matching email addresses were identified in the second survey. After refining the dataset and removing 90 cases with missing data, the final sample consisted of 1,217 valid responses. The total number of responses is 1217, surpassing this threshold, thereby affirming that the

study possessed adequate statistical power and guaranteed the reliability of the results.

Anticipated effect size: ?

Desired statistical power level: ?

Number of latent variables: ?

Number of observed variables: ?

Probability level: ?

Calculate!

Minimum sample size to detect effect: 270

Minimum sample size for model structure: 200

Recommended minimum sample size: 270

Figure 5: Daniel Soper Sample Size Calculation. (Source: author's works)

3.3.2. Measurements

To achieve the research objectives, data was collected using a structured questionnaire comprising ten key constructs. To achieve the research objectives, this study employed a structured questionnaire comprising ten key constructs. The measurement items were primarily adapted from previously validated scales in the literature. To ensure contextual relevance, several items were revised to better reflect the specific characteristics of short video product placements. Furthermore, the content validity of all items was confirmed by a panel of academic and industry experts in the fields of marketing and digital media. Their feedback contributed to refining the wording and structure of the questionnaire items. The final version of the measurement instrument, along with the expert evaluation results, is presented in table 8 below. All constructs were measured using reflective indicators and assessed on a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree (Table 1). The scale was adapted from well-known journals like the Journal of Business Research, the Journal of Personality and Social Psychology, the Journal of Consumer Research, the Journal of Advertising, Information Systems Research, MIS Quarterly, IEEE Internet Computing, the Journal of Marketing, and the Journal of Product & Brand Management.

Table 8: Measurement scale. (Source: author's works)

Variable measurement	Source	Indicator	Scale
Product relevance	(Gillespie et al.,2018)	PR1: I think the product fits within the story well. PR2: I think it made sense to have the product included in the story. PR3: I feel the inclusion of the product in the story was appropriate.	5-point Likert scale (1 = totally disagree; 5 = totally agree)
Emotional Appeal	(Davis,1983) (Escalas and Stern,2003)	EA1: After seeing the short video, I had intense feelings. EA2: I was emotionally attracted by the key message of the short video. EA3: The emotional aspect of this ad leads me to like the short video	5-point Likert scale (1 = totally disagree; 5 = totally agree)
Product influencer Fit	(Balasubramanian et al., 2014)	PF1: The pairing of the influencer with the product is natural. PF2: The product's image matches well with the image of the influencer. PF3: The product is highly appropriate for the influencer.	5-point Likert scale (1 = totally disagree; 5 = totally agree)
Trustworthiness	(Ohanian, 1990)	T1: The short video is sincere. T2: The short video is persuasive. T3: The short video is reliable	5-point Likert scale (1 = totally disagree; 5 = totally agree)
Influencer Popularity	(Lin, & Kao, 2010).	IP1: The influencer is famous. IP2: The influencer has a lot of followers. IP3: The popularity of influencer is increasing. IP4: The influencer video has a lot of comments under each published video.	5-point Likert scale (1 = totally disagree; 5 = totally agree)
Perceived usefulness	(Sussman and Siegal, 2003)	PU1: The information provided by the influencer in short video is valuable. PU2: The information provided by the influencer in short video is informative. PU3: The information provided by the influencer in short video is helpful.	5-point Likert scale (1 = totally disagree; 5 = totally agree)

Ad adoption	(Sussman and Siegal, 2003)	AA1: I agree with the information in the short video. AA2: I rely on that information in the short video advertizing for future purchase.	5-point Likert scale (1 = totally disagree; 5 = totally agree)
Social media influence	(Sun, 2013)	SI1: The most products recommended in the short-video platform are accepted and like by the majority of users, so I will also accept. SI2: I will follow the views of other viewers (comments by viewers) to accept the product in this ad. SI3: Many viewers accept this short-video ad and even purchase the product, so I will also accept it.	5-point Likert scale (1 = totally disagree; 5 = totally agree)
Brand familiarity	(Kent and Allen, 1994)	BF1: I know well the brand of this influencer recommendation. BF2: I am very familiar with the brand of this influencer recommendation.	5-point Likert scale (1 = totally disagree; 5 = totally agree)
Brand Image	(Low and Lamb, 2000)	BI1: I think that this brand is friendly. BI2: I think that this brand is modern. BI3: I think that this brand is useful. BI4: I think that this brand is popular	5-point Likert scale (1 = totally disagree; 5 = totally agree)

4. RESULTS

4.1. Qualitative research

The qualitative analysis provides an in-depth understanding of how product placement operates within short-form video platforms and how Vietnamese content creators strategically embed branded products in their content. Using the Gioia inductive methodology, the analysis of 23 semi-structured interviews generated 72 first-order concepts, 11 second-order themes, and five aggregate dimensions, forming the conceptual structure of the qualitative findings. The full coding structure, data tables, and representative quotations supporting each concept are presented in the appendices for transparency and traceability of the analytical process (see Appendix A, Appendix D, and Appendix E).

The analysis reveals that product placement effectiveness in short-form video environments is shaped by the interaction of credibility, social influence, cognitive familiarity, emotional engagement, and platform architecture. The first dimension, Relational Credibility and Information Quality Perception, highlights the central role of influencer authenticity and informational clarity in establishing audience trust. Content creators consistently emphasized that audiences are highly sensitive to perceived authenticity and are capable of identifying insincere or purely commercial endorsements. As a result, creators carefully select brand collaborations that align with their personal identity, niche, and audience expectations.

The second dimension, Socially Anchored Advertising Adoption, demonstrates that product adoption is influenced not only by the informational value of content but also by visible social signals within the platform environment. Audience engagement patterns such as comments, shares, and trending discussions function as forms of social proof that encourage viewers to evaluate or adopt advertised products. The third dimension, Brand Familiarity as a Cognitive Anchor, further indicates that prior brand knowledge significantly shapes audience responses to product placement. Familiar brands reduce cognitive processing effort and increase purchase confidence, whereas unfamiliar brands require stronger narrative explanation and credibility cues.

The fourth dimension, Affective Brand Image Formation, reveals that emotional storytelling and visual aesthetics play a crucial role in shaping brand perceptions. Creators frequently integrate personal narratives, lifestyle demonstrations, and visually coherent content styles to strengthen emotional connections between audiences and the promoted brands. Finally, the fifth dimension, Platform-Mediated Consumer Experience, highlights the structural influence of platform algorithms and cross-platform consumer behaviour. Product discovery often begins on short-form video platforms but continues across multiple digital channels before purchase decisions are made.

Taken together, these findings suggest that product placement effectiveness in the short-form video ecosystem is not driven by a single mechanism but rather emerges from the combined influence of relational trust, social dynamics, cognitive familiarity, emotional resonance, and algorithmic platform structures. The complete qualitative data structure, including detailed coding tables and supporting interview excerpts, is presented in the appendices (Appendix A–E) to provide full transparency of the analytical process.

4.2. Quantitative Research

4.2.1. Results of pilot test

To assess the reliability of the questionnaires, Cronbach's alpha was employed as a measure of internal consistency among the items. Establishing both the reliability and validity of survey instruments is fundamental in academic research, as it ensures that the tools consistently capture the intended constructs (Khanal & Chhetri, 2024). A pilot study, conducted prior to the main survey or experiment, serves as a preliminary step to test the suitability of the instrument and address potential issues before large-scale implementation. Such studies typically involve administering the questionnaire to a small sample of the target population and refining it based on the findings (Khanal & Chhetri, 2024). In this study, a pilot test was conducted with 100 respondents to evaluate the reliability of the questionnaire items. Cronbach's alpha, one of the most widely used techniques for assessing the internal consistency of summated rating scales (Cronbach, 1951; Aithal & Aithal, 2020), was applied. According to established guidelines, values between 0.70 and 0.90 indicate satisfactory reliability (Taherdoost, 2016), with scores above 0.80 reflecting strong internal consistency. Values between 0.60 and 0.70 may still be considered acceptable in exploratory research, and a value of 0.8 or higher indicates a very satisfactory level (Khanal & Chhetri, 2024). The pilot study yielded Cronbach's alpha coefficients ranging from 0.726 to 0.912, which exceed the minimum threshold of 0.70 and thus confirm that the questionnaire demonstrates good to excellent reliability. These results suggest that the instrument is both consistent and dependable, making it suitable for use in the subsequent full-scale survey (Appendix Table 18).

4.2.2. Results of main test

The demographic details of the respondents are presented below. The majority (49.06%) were aged between 18 and 25 years, followed by those aged 26 to 35 (28.92%), 36 to 46 (17.01%), and finally 50 to 65 (5.01%). Most participants were undergraduates (62.53%), while a smaller portion, 13.97%, had attained postgraduate qualifications. Most respondents reported watching short video clips on TikTok (39.36%), followed by Facebook Reels (34.68%). Regarding daily viewing time, 49.13% of respondents spent 1- 2 hours watching short videos, while

29.75% watched for more than three hours. Additionally, a majority of respondents acknowledged that watching short video clips had become part of their daily lives, with 52.92% strongly agreeing with this statement (Table 9).

Table 9: Demographic detail. (Source: author's works).

Demographic Variables		Frequency	Percentage
Gender	Female	782	64.59
	Male	435	35.41
Age	18-25	597	49.06
	26-35	352	28.92
	36-49	207	17.01
	50-65	61	5.01
Education	High school	286	23.50
	Undergraduate	761	62.53
	Postgraduate	170	13.97
Watched short video/reels from	Facebook	422	34.68
	YouTube Shorts	214	17.58
	TikTok	479	39.36
	Twister	33	2.71
	Instagram	69	5.67
Number of hours using social media (to watch short video/reels per day)	<30mins	88	7.23
	30mins to 1 hours	169	13.89

	1hour to 2 hours	598	49.13
	More than 3 hours	362	29.75
Watching short video clip/reel has become a regular daily for me.	Strongly disagree	50	4.10
	Disagree	90	7.40
	Neutral	106	8.71
	Agree	427	26.87
	Strongly agree	644	52.92

4.2.3. Evaluating Measurement Assessment

For the descriptive analysis, a total of 1,217 valid responses were obtained, all of which met the criteria for inclusion in the study. As shown in the table below, the majority of respondents generally agreed with the statements presented in the questionnaire, as reflected by the median score of 3 across most items on the Likert scale. This indicates a central tendency toward agreement or neutrality among participants. The standard deviations ranged from 0.575 to 0.781, suggesting a moderate level of variability in respondents' perceptions. These results imply a relatively consistent pattern of responses, with limited dispersion around the central values (Table 10).

Table 10: Descriptive statistics. (Source: author's works)

Variable	Mean	Median	Observed min	Observed max	Standard Deviation
PR1	2.889	3.000	1.000	5.000	0.710
PR2	2.884	3.000	1.000	5.000	0.652
PR3	2.946	3.000	1.000	5.000	0.680
EA1	2.785	3.000	1.000	5.000	0.633
EA2	3.013	3.000	1.000	5.000	0.696

EA3	2.839	3.000	1.000	5.000	0.696
PIF1	3.034	3.000	1.000	5.000	0.781
PIF2	2.949	3.000	1.000	5.000	0.739
PIF3	3.047	3.000	1.000	5.000	0.709
T1	2.847	3.000	1.000	5.000	0.692
T2	2.833	3.000	1.000	5.000	0.638
T3	2.867	3.000	1.000	5.000	0.621
IP1	2.995	3.000	1.000	5.000	0.667
IP2	2.995	3.000	1.000	5.000	0.626
IP3	3.124	3.000	1.000	5.000	0.699
IP4	2.951	3.000	1.000	5.000	0.717
PU1	3.034	3.000	1.000	5.000	0.679
PU2	3.100	3.000	1.000	5.000	0.675
PU3	3.075	3.000	1.000	5.000	0.649
AA1	2.951	3.000	1.000	5.000	0.614
AA2	2.963	3.000	1.000	5.000	0.678
SMI1	3.059	3.000	1.000	5.000	0.650
SMI2	3.134	3.000	1.000	5.000	0.665
SMI3	3.075	3.000	1.000	5.000	0.625
BF1	2.707	3.000	1.000	5.000	0.596
BF2	3.082	3.000	1.000	5.000	0.688
BI1	2.494	2.000	1.000	5.000	0.599
BI2	2.569	3.000	1.000	5.000	0.582
BI3	2.454	2.000	1.000	5.000	0.575
BI4	2.630	3.000	1.000	5.000	0.604

The correlation analysis demonstrates that Perceived Usefulness (PU) functions as a central construct within the model, serving as a bridge between product- and influencer-related attributes and subsequent outcomes. PU exhibits moderate positive correlations with product relevance, emotional appeal, product influencer fit, trustworthiness, and influencer popularity, indicating that these factors collectively contribute to enhancing the perceived utility of advertisements. Among all relationships, PU demonstrates the strongest association with Ad Adoption (AA) ($r = 0.487$), underscoring its role as a primary determinant of consumer adoption behavior. Furthermore, AA shows a substantial positive correlation with Brand Image (BI) ($r = 0.405$), suggesting that adoption mediates the effect of perceived usefulness on brand-related outcomes. While trustworthiness and influencer

popularity display comparatively weaker correlations, their consistent positive associations indicate a supportive role in reinforcing both PU and AA. In addition, Social Media Influence (SMI) and Brand Familiarity (BF), though less directly connected to PU, exhibit meaningful positive correlations with BI and AA, highlighting their function as secondary enablers in strengthening brand perception. Collectively, the findings suggest a sequential pathway wherein product and influencer attributes foster perceptions of usefulness, which subsequently drive ad adoption and ultimately contribute to the enhancement of brand image. All correlations were statistically significant ($p < .001$) (Table 11)

Table 11: Correlations. (Source: author's works)

	PR	EA	PIF	T	IP	PU	AA	SMI	BF	BI
Product Relevant (PR)	1									
Emotional Appeal (EA)	0.000	1								
Product Influencer Fit (PIF)	0.034	0.010	1							
Trustworthiness (T)	-0.024	-0.030	0.032	1						
Influencer Popularity (IP)	0.001	-0.090	-0.014	0.006	1					
Perceived Usefulness (PU)	0.283	0.238	0.311	0.289	0.252	1				
Ad Adoption (AA)	0.110	0.060	0.018	0.156	0.173	0.487	1			
Social media influence (SMI)	0.002	-0.012	-0.052	-0.033	0.031	-0.053	0.158	1		

Brand Familiarity (BF)	0.027	0.026	- 0.012	0.011	- 0.012	0.012	0.016	0.158	1	
Brand Image (BI)	0.086	0.076	0.098	0.083	0.090	0.236	0.405	0.197	0.170	1

Convergent validity was assessed through indicator loadings and Average Variance Extracted (AVE), while internal consistency reliability was examined using Composite Reliability (CR), Cronbach's alpha, and rho_A. The results indicate that all indicators loaded strongly on their respective constructs, with standardized values ranging from .838 to .926, well above the recommended threshold of .70 (Hair et al., 2019). These values confirm that each observed item significantly contributed to its underlying construct. Similarly, AVE values ranged between .719 and .844, exceeding the .50 threshold suggested by Fornell and Larcker (1981). This value demonstrates that each construct accounted for more than half of the variance in its measurement items, thereby supporting convergent validity (Table 12).

Internal consistency reliability was also confirmed. Composite reliability values ranged from .891 to .936, falling comfortably within the acceptable range of .60 to .95 (Bagozzi & Yi, 1988; Hair et al., 2019). Cronbach's alpha values were between .759 and .909, while rho_A values ranged from .801 to .910, both aligning with the recommended range of .70 to .95 (Dijkstra & Henseler, 2015). These results collectively suggest that all constructs achieved both convergent validity and internal consistency reliability (Table 12).

The variance inflation factor (VIF) should fall within the permissible range of 1 to 5, with a maximum threshold of less than 10 (Joe F. Hair et al., 2014). Researchers frequently employ this range as a benchmark to evaluate the degree of multicollinearity in regression analysis. When the VIF values are within this range, it signifies that the predictor variables have a low correlation with each other, and the regression coefficients are dependable (Raheem et al., 2019). As a result, the premise of multicollinearity is not violated by the relationship between the predictors within the range of (1.599–2.866) (Table 12).

Table 12: Consistency reliability and Convergent validity. (Source: author's works)

Construct and relevant Indicator			Convergent Validity		Internal consistent reliability		
		Loadings ≥ 0.7	VIF 1-5<10	AVE >0.5	Composite reliability (0.6-0.95)	Cronbach's Apha (0.6-0.95)	Rho_A (0.7-0.95)
Product Relevance (PR)	PR1	0.860	1.946	0.757	0.903	0.840	0.843
	PR2	0.870	2.020				
	PR3	0.880	1.968				
Emotional Appeal (EA)	EA1	0.840	1.844	0.746	0.898	0.831	0.839
	EA2	0.879	1.921				
	EA3	0.872	1.965				
Product Influence Fit (PIF)	PIF1	0.888	2.011	0.758	0.904	0.841	0.850
	PIF2	0.860	1.940				
	PIF3	0.863	2.023				
Trustworthine ss (T)	T1	0.864	1.942	0.745	0.898	0.829	0.834
	T2	0.860	1.989				
	T3	0.866	1.793				
Influencer Popularity (IP)	IP1	0.838	2.123	0.719	0.911	0.870	0.883
	IP2	0.865	2.063				
	IP3	0.850	2.080				
	IP4	0.838	2.137				
Perceived Usefulness (PU)	PU1	0.908	2.700	0.823	0.933	0.893	0.893
	PU2	0.905	2.594				
	PU3	0.908	2.663				
	AA1	0.918	1.894	0.844	0.915	0.815	0.815

Ad Adoption (AA)	AA2	0.918	1.894				
Social Media Influence (SMI)	SMI1	0.876	1.885	0.742	0.896	0.826	0.832
	SMI2	0.858	1.888				
	SMI3	0.850	1.850				
Brand Familiarity (BF)	BF1	0.866	1.599	0.803	0.891	0.759	0.801
	BF2	0.926	1.599				
Brand Image (BI)	BI1	0.894	2.866	0.785	0.936	0.909	0.910
	BI2	0.888	2.729				
	BI3	0.874	2.587				
	BI4	0.887	2.641				

The discriminant validity of the constructs was assessed using the Heterotrait-Monotrait ratio of correlations (HTMT). According to the criteria proposed by Henseler, Ringle, and Sarstedt (2015), discriminant validity is established if HTMT values fall below 0.90 (lenient threshold) or 0.85 (conservative threshold). The table below presents the HTMT values for all constructs, including interaction terms. Based on table 13, the results demonstrate that all HTMT values were significantly below the 0.85 threshold, with the highest observed ratio being 0.571 between PU and AA. Other moderately strong correlations were found between AA and BI (0.470) and between SMI×AA and SMI×PU (0.452). These results are expected given the conceptual closeness of the constructs.

All remaining HTMT values were considerably lower, ranging from 0.006 to 0.334, indicating strong discriminant validity (Table 13). This suggests that the constructs included in the measurement model are empirically distinct from one another. In particular, the core antecedents of perceived usefulness (product relevance, emotional appeal, product influencer fit, trustworthiness, and influencer popularity) showed very low HTMT values (<0.11) with each other, confirming that the three dimensions of argument quality and source credibility capture separate aspects of information adoption. Therefore, the HTMT analysis provides evidence that the measurement model achieves discriminant validity, confirming that the constructs represent unique theoretical concepts.

Table 13: HTMT. (Source: author's works)

	PR	EA	PIF	T	IP	PU	AA	SMI	BF	BI
PR										
EA	0.034									
PIF	0.040	0.031								
T	0.032	0.037	0.039							
IP	0.028	0.108	0.024	0.025						
PU	0.326	0.274	0.356	0.334	0.282					
AA	0.132	0.195	0.202	0.188	0.202	0.571				
SMI	0.018	0.018	0.063	0.039	0.039	0.062	0.192			
BF	0.034	0.034	0.020	0.026	0.018	0.014	0.023	0.026		
BI	0.097	0.087	0.110	0.094	0.103	0.262	0.470	0.227	0.200	

4.2.4. Structure Model and Hypothesis Testing

The chi-square test yielded a value of 2881.279, indicating a straightforward computation. This test is commonly employed to assess the association between two categorical variables or to evaluate the extent to which an observed distribution aligns with an expected distribution (i.e., goodness-of-fit) (Franke et al., 2011). Following the recommendations of Bentler and Bonett (1980), the Normed Fit Index (NFI) was used as a measure of incremental fit, comparing the proposed model to a baseline model. Specifically, the NFI assesses how well the hypothesized model fits the data relative to a null model. According to Bentler (1992) and Gerbing and Anderson (1992), a satisfactory NFI value should exceed 0.90. However, it is important to note that the NFI is sensitive to large sample sizes, which applies to the present study (Bentler & Bonett, 1980). In this analysis, NFI values were 0.837 (saturated model) and 0.839 (estimated model), both falling short of the conventional threshold, suggesting a suboptimal fit.

It is worth mentioning that Partial Least Squares Structural Equation Modeling (PLS-SEM) does not directly provide the Comparative Fit Index (CFI), and consequently, fit indices such as the NFI and CFI are generally less emphasized in this approach, which focuses more on predictive relevance than model fit. Instead, the standardized root mean square residual (SRMR) was used as a key indicator of model fit. The SRMR value obtained was 0.034, which is well below the recommended maximum threshold of 0.08 for acceptable model fit (Henseler, 2012). This result suggests that the model exhibits a strong overall fit with the data and is consistent with the study's findings (Table 14).

Table 14: Goodness of fit indices. (Source: author's works)

Fit Index	Saturated Model	Estimated Model
SRMR	0.034	0.035
d-ULS	0.526	0.570
d-G	0.377	0.373
Chi-Square	2881.279	2843.367
NFI	0.837	0.839

To examine the significance of the relationships between variables, researchers must also evaluate the strength of these effects using the f-squared (f^2) value. According to Wong (2023), an f^2 value of 0.02 indicates a small effect, 0.15 a

medium effect, and 0.35 a large effect. The structural model was assessed using path coefficients (β), coefficients of determination (R^2), effect sizes (f^2), and predictive relevance (Q^2). Based on Table 9, the findings indicate that all hypothesized paths were positive, confirming the proposed relationships among constructs. Product relevance ($\beta = .280$), emotional appeal ($\beta = .269$), product-influencer fit ($\beta = .293$), trustworthiness ($\beta = .292$), and influencer popularity ($\beta = .278$) each demonstrated significant positive effects on perceived usefulness, though their effect sizes were small ($f^2 = .117-.140$). Perceived usefulness, in turn, strongly predicted advertising adoption ($\beta = .485$), with a medium effect size ($f^2 = .335$). Advertising adoption also significantly influenced brand image ($\beta = .320$), with a small effect size ($f^2 = .103$).

The moderation analysis showed that brand familiarity strengthened the relationship between ad adoption and brand image ($\beta = .140$; $f^2 = .027$). Social media influence moderated the effect of perceived usefulness on ad adoption ($\beta = .178$; $f^2 = .045$). Furthermore, the three-way interaction of social media influence and brand familiarity on the relationship between ad adoption and brand image was positive ($\beta = .157$; $f^2 = .031$). Although these moderation effects were small, they were consistent with the hypothesized directions (Table 15).

The coefficients of determination revealed moderate explanatory power for perceived usefulness ($R^2 = .389$), while ad adoption ($R^2 = .303$) and brand image ($R^2 = .296$) demonstrated weaker explanatory power. Assuming the R-squared is the only decision rule being considered, the paper argued that a low R-squared of at least 0.10 is acceptable in social science empirical modelling provided that some or most of the explanatory variables are statistically significant (Ozili,2022; Hair et al.,2019). According to Hair et al. (2019), this can be considered a weak-to-moderate level of explanatory power, which is acceptable in behavioral and social science research where outcomes are influenced by multiple factors.

Nevertheless, the Q^2 predictive relevance results indicated strong predictive capacity for the model. Perceived usefulness showed a large predictive effect ($Q^2 = .382$), while ad adoption ($Q^2 = .161$) and brand image ($Q^2 = .149$) demonstrated medium predictive power (Table 15).

Table 15: Suitability and predictive relevance of the model. (Source: author's works)

Metrics		Estimated model	Remarks
Paths Coefficients (β)	PR $\rightarrow$ PU	0.280	Positive
	EA $\rightarrow$ PU	0.269	Positive
	PIF $\rightarrow$ PU	0.293	Positive
	T $\rightarrow$ PU	0.292	Positive
	IP $\rightarrow$ PU	0.278	Positive
	PU $\rightarrow$ BI	0.047	Positive
	PU $\rightarrow$ AA	0.485	Positive
	AA $\rightarrow$ BI	0.320	Positive
	PU $\rightarrow$ AA $\rightarrow$ BI	0.155	Positive
	BF $\times$ AA $\rightarrow$ BI	0.140	Positive
	SMI $\times$ PU $\rightarrow$ AA	0.178	Positive
	SMI $\times$ BF $\times$ AA $\rightarrow$ BI	0.157	Positive
Coefficient of Determination (R^2)	PU	0.389	Weak- Moderate
	AA	0.303	Weak
	BI	0.296	Weak
Effect size (f^2)	PR $\rightarrow$ PU	0.128	Small effect
	EA $\rightarrow$ PU	0.117	Small effect
	PIF $\rightarrow$ PU	0.140	Small effect
	T $\rightarrow$ PU	0.139	Small effect
	IP $\rightarrow$ PU	0.126	Small effect
	PU $\rightarrow$ AA	0.335	Medium effect
	AA $\rightarrow$ BI	0.154	Medium effect
	BF $\times$ AA $\rightarrow$ BI	0.027	Small effect
	SMI $\times$ PU $\rightarrow$ AA	0.045	Small effect
	SMI $\times$ BF $\times$ AA $\rightarrow$ BI	0.032	Small effect
Predictive relevance (Q^2)	Perceived Usefulness	0.382	Large predictive relevance
	Ad Adoption	0.161	Medium predictive relevance
	Brand Image	0.149	Medium predictive relevance

Based on Table 16, the hypotheses were tested using bootstrapping with 5,000 resamples, and the results show strong empirical support for all proposed relationships. For the antecedents of perceived usefulness, product relevance ($\beta = .280$, $t = 13.078$, $p < .001$), emotional appeal ($\beta = .269$, $t = 11.958$, $p < .001$), product–influencer fit ($\beta = .293$, $t = 13.177$, $p < .001$), trustworthiness ($\beta = .292$, $t = 13.891$, $p < .001$), and influencer popularity ($\beta = .278$, $t = 13.136$, $p < .001$) all had significant positive effects. These results confirm H1 through H5 and suggest that perceived usefulness is shaped by both message-related factors and source credibility.

Perceived usefulness significantly predicted advertising adoption ($\beta = .485$, $t = 21.467$, $p < .001$), providing support for H6. This path exhibited the strongest effect in the model, highlighting the pivotal role of usefulness in motivating consumers to accept and internalize advertising messages. In turn, adoption of ads had a significant effect on brand image ($\beta = .320$, $t = 10.957$, $p < .001$), confirming H7. Together, these results suggest that ad adoption acts as the bridge between consumers' cognitive evaluation of advertising content and the development of positive brand perceptions. The mediation analysis (H8) further supports this conclusion, showing that the indirect effect of perceived usefulness on brand image through ad adoption was significant ($\beta = .155$, $t = 9.753$, $p < .001$). Moreover, the mediation analysis supports a full mediation model, PU had a significant indirect effect on BI through AA (PU $\rightarrow$ AA = 0.458, $p < 0.001$; AA $\rightarrow$ BI = 0.320, $p < 0.001$), while the direct effect of PU on BI was not significant ($\beta = 0.047$, $p = 0.105$). The total effect of PU on BI remained significant ($\beta = 0.155$, $p < 0.001$), indicating that AA fully mediates the relationship between PU and BI.

Furthermore, social media influence amplified the relationship between perceived usefulness and advertising adoption ($\beta = .178$, $t = 7.403$, $p < .001$), providing support for H9. This finding underscores the persuasive role of social proof and peer validation, suggesting that consumers are more likely to adopt advertising messages when such messages are reinforced by social media interactions and influencer engagement. Similarly, brand familiarity moderates the relationship between ad adoption and brand image ($\beta = .140$, $t = 5.426$, $p < .001$), confirming H10. This indicates that consumers with existing brand knowledge are more receptive to integrating advertising content into their brand perceptions, thereby strengthening the brand's image. The three-way interaction (H11) was also

significant ($\beta = .157$, $t = 5.714$, $p < .001$), suggesting that the combination of social media influence and brand familiarity further enhances the impact of advertising adoption on brand image.

Table 16: Summary of hypothesis testing. (Source: author's works)

Hypothesis		Original Sample	Effect size	Mean Value	STDEV	t-value	p-value	Conclusion
Direct effects								
H1	PR → PU	0.280	0.128	0.280	0.021	13.078	0.000	Supported
H2	EA → PU	0.269	0.117	0.269	0.022	11.958	0.000	Supported
H3	PIF → PU	0.293	0.140	0.293	0.022	13.177	0.000	Supported
H4	T → PU	0.292	0.139	0.292	0.021	13.891	0.000	Supported
H5	IP → PU	0.278	0.126	0.279	0.021	13.136	0.000	Supported
H6	PU → AA	0.485	0.335	0.485	0.023	21.467	0.000	Supported
H7	AA → BI	0.320	0.103	0.320	0.029	10.957	0.000	Supported
Indirect effects								
H8	PU → A A → BI	0.155		0.155	0.016	9.753	0.000	Supported
H9	SMI × PU → AA	0.178	0.045	0.177	0.024	7.403	0.000	Supported
H10	BF × AA → BI	0.140	0.027	0.139	0.026	5.426	0.000	Supported
H11	SMI × BF × AA → BI	0.157	0.031	0.157	0.027	5.714	0.000	Supported

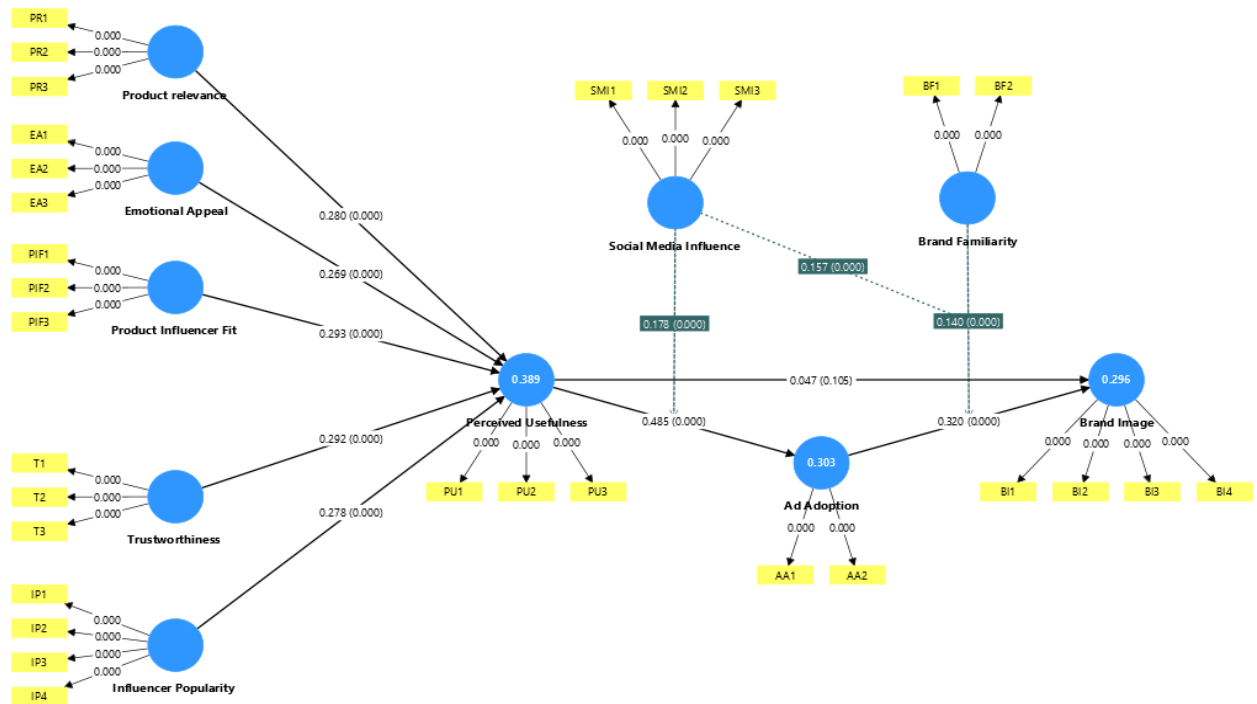


Figure 6: The estimated model. (Source: author's works)

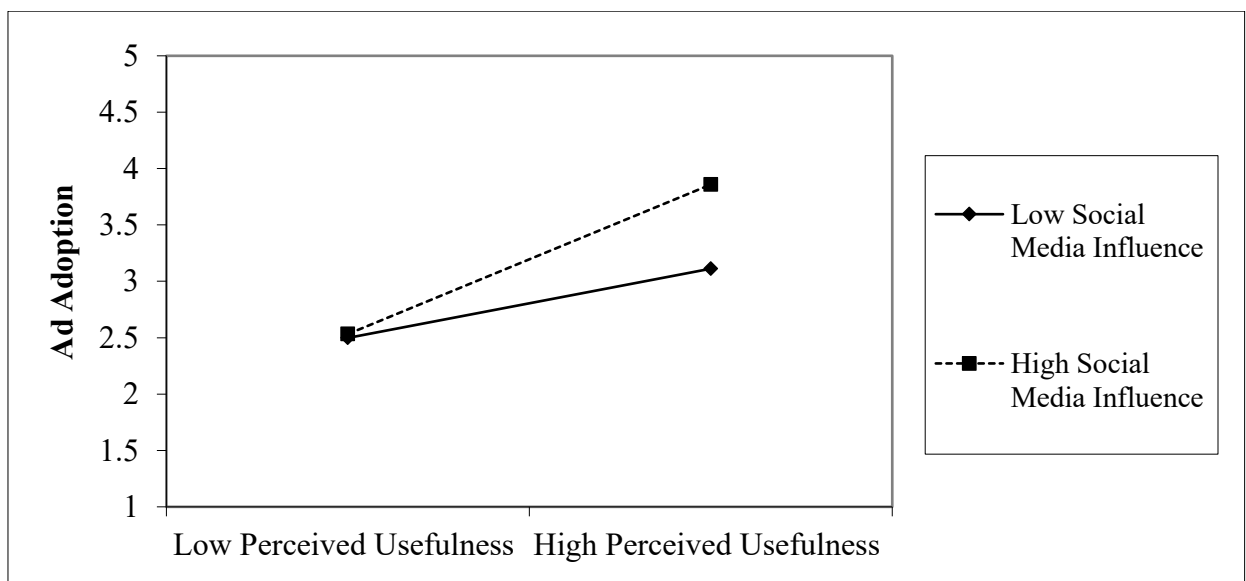


Figure 7: Moderation of Social Media Influence on the link of Perceived Usefulness and Ad Adoption. (Source: author's works)

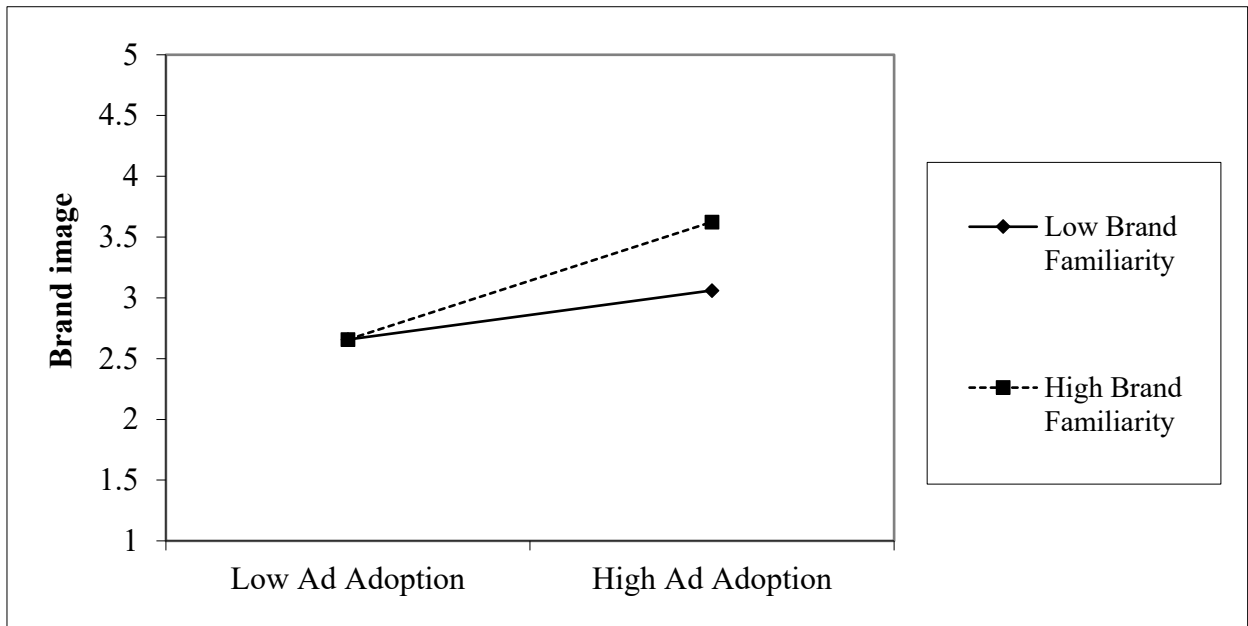


Figure 8: Moderation of Brand Familiarity on the link of Ad Adoption and Brand Image. (Source: author's works)

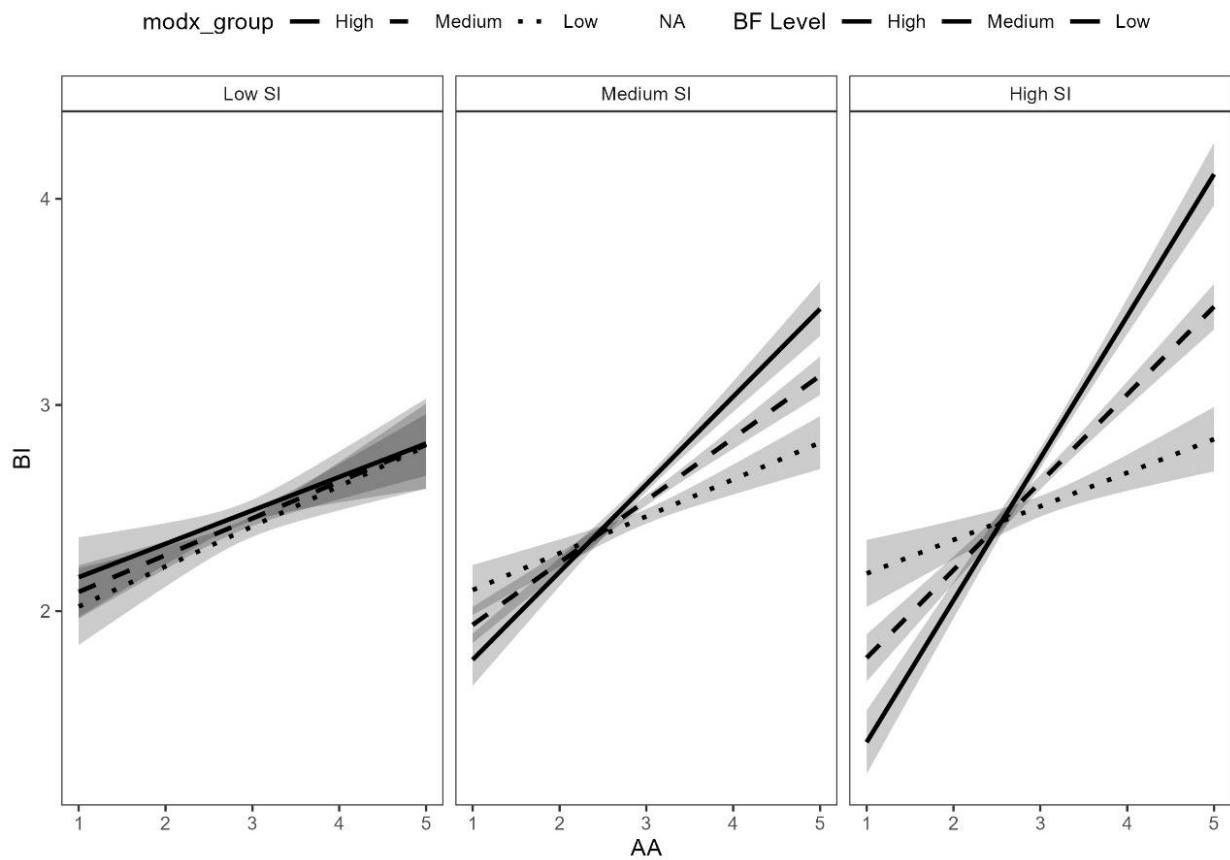


Figure 9: Three-way interaction model. (Source: author's works)

The results show that the interaction between perceived usefulness and social media influence significantly and positively affects ad adoption, especially when social media influence is at average and high levels. The effect of perceived usefulness on ad adoption becomes stronger as the level of social media influence increases (Figure 7).

The results show that the interaction between ad adoption and brand familiarity significantly and positively influences brand image, especially when brand familiarity is at average and high levels. The positive relationship between ad adoption and brand image becomes stronger as the level of brand familiarity increases (Figure 8).

The results show that the interaction between ad adoption and brand familiarity significantly and positively influences brand image, and this relationship varies across different levels of social influence. Specifically, the positive effect of ad adoption on brand image becomes stronger as social influence increases, particularly when brand familiarity is at medium and high levels. This indicates that individuals with higher social influence and greater brand familiarity tend to adopt brand image when their level of ad adoption increases (Figure 9).

Table 17: Hypotheses tested conclusion. (Source: author's works)

Hypotheses	Path	Supported/ Rejected
H1	Product relevance has a positive effect on the perceived usefulness of short video product placement	Supported
H2	Emotional appeal has a positive effect on the perceived usefulness of short video product placement	Supported
H3	Product influencer fit has a positive effect on the perceived usefulness of short video product placement	Supported
H4	Trustworthiness has a positive effect on the perceived usefulness of short video product placement	Supported
H5	Influencer popularity has a positive effect on the perceived usefulness of short video product placement	Supported

H6	Perceived usefulness positively affects the intention to adopt a short video product placement advertising	Supported
H7	Ad adoption has a positive effect on brand image	Supported
H8	Advertising adoption mediates the relationship between perceived usefulness and brand image	Supported
H9	Social Media Influence moderates the relationship between Perceived Usefulness and Ad Adoption	Supported
H10	Brand Familiarity moderates the relationship between Ad Adoption and Brand Image	Supported
H11	Social media influence moderates the moderating effect of brand familiarity on the relationship between ad adoption and brand image (three-way interaction).	Supported

5. DISCUSSION

The purpose of this study was to investigate how product placement in short videos influences brand image, with particular attention to the mechanisms and boundary conditions specified in the Information Adoption Model and Social Influence Theory. The analysis employed structural equation modeling to test both direct and indirect relationships. The following subsections discuss the findings for each research question.

5.1. Product Placement of Short Videos and Brand Image via Information Adoption Model (RQ1)

Hypothesis 1 proposed that product relevance positively influences perceived usefulness. This finding aligns with Liu (2021): when a product naturally fits within the video's context, viewers are more likely to consider the embedded information as relevant and advantageous. Integrations that align with the content's flow help reinforce pre-existing brand perceptions and support the temporal continuity of the video, thereby allowing viewers to remain immersed in the content (Gillespie et al., 2018). In contrast, when product placements do not match the surrounding content, they tend to trigger increased cognitive elaboration of prior schemas, which can disrupt the viewing experience and reduce narrative engagement (Russell, 2002). In the context of short-form video advertising, the effectiveness of product placement largely depends on the degree

of congruence between the product and the overall content of the video. It is not necessary to construct a detailed storyline; rather, what matters is the visual and contextual fit of the product with the video's main theme. For instance, when promoting a protein supplement, the setting should reflect themes such as health, fitness, or athletic performance, such as a gym, a workout routine, or a fitness challenge. This type of scene-product congruence enables viewers to instantly recognize the relevance of the product to the depicted context. When product placements are well-integrated into the video content, information related to product usage, benefits, and unique selling propositions can be delivered more naturally and effectively (Gillespie et al., 2018; Liu, 2021). This functional integration makes the product appear authentic and meaningful, rather than forced or disconnected. As a result, viewers are more inclined to perceive the information as credible, relevant, and useful, thereby enhancing the persuasive impact of the advertisement.

Hypothesis 2 proposed that emotional appeal positively influences perceived usefulness. The strategic use of emotion as a catalyst in marketing is a powerful tool for shaping and guiding customer perceptions and responses. Emotions influence how consumers process information, make decisions, and form attitudes toward brands. A previous study found that emotional appeals lead to higher levels of customer engagement compared to rational appeals (Rietveld et al., 2020; Kim et al., 2025). Emotional messages are processed differently than factual statements; they often prompt quicker and more profound reactions from audiences, such as the inclination to share content or support a cause (Tellis et al., 2019). In the context of short-form video content with embedded product placement, emotional appeal becomes even more critical. Fast-paced environments often consume these videos, necessitating immediate capture and sustained viewer attention. By embedding emotional cues such as humor, nostalgia, inspiration, or empathy into the storyline of a product placement video, marketers can evoke specific affective responses that increase viewer engagement and message retention. Emotional storytelling allows the audience to connect with the content on a personal level, making the product more memorable and enhancing its perceived value. Furthermore, sharing emotional content on social media platforms increases its reach and boosts the overall effectiveness of the marketing campaign.

Hypothesis 3 proposed that product-influencer fit positively influences perceived usefulness. Audiences often place a high level of trust in the individual who delivers a product message, which is closely linked to the concept of personal branding. The perceived identity and expertise of the endorser, whether an influencer, celebrity, or subject-matter expert, play a crucial role in shaping how the advertisement is received. When an individual promotes a product, their public persona, professional background, and domain authority become part of the message. It involves creating a public persona that effectively communicates one's values, skills, and unique attributes to influence how others perceive them (Hidayati et al., 2019). As a result, viewers are more likely to interpret the content through the lens of the endorser's perceived competence and authenticity. Strong alignment between the endorser's expertise and the product category, a concept known as product-endorser congruence, intensifies this effect. For instance, in line with the principle highlighted in Hypothesis 1 (H1) regarding product relevance, a protein supplement designed for gym users should be advertised through a narrative connected to health, fitness, or sports. To enhance credibility and relevance, the individual promoting the product should ideally be a professional athlete, a fitness coach, or a certified personal trainer. These individuals possess domain-specific authority, and their perceived knowledge in the field of health and fitness strengthens the message's trustworthiness. According to the Information Adoption Model, source credibility significantly impacts how useful the audience perceives the information to be. In this case, when a fitness influencer endorses a gym-related product, viewers are more inclined to consider the recommendation as informative, trustworthy, and beneficial, particularly because it aligns with the influencer's personal brand and area of expertise.

Hypothesis 4 proposed that trustworthiness positively influences perceived usefulness. Source credibility, defined as the extent to which the message sender is seen as trustworthy, knowledgeable, and authentic, has long been acknowledged as a critical factor. MacKenzie and Lutz (1989) describe advertising credibility as the honesty and truthfulness of the advertiser, which directly impacts how audiences engage with the message. Perceiving a message from a trustworthy source increases its likelihood of capturing attention, maintaining engagement, and enhancing message acceptance. In dynamic short-video environments, where content is consumed rapidly, trustworthiness serves as a crucial heuristic that enables viewers to quickly decide whether the content is worth engaging with. The significance of trust is reinforced by Tseng and Fogg

(1999), who argue that consumer information needs are central to credibility judgments; when individuals are motivated to seek information, they are more likely to regard content from trusted sources as both credible and useful. This highlights the interaction between internal motivation and external credibility cues in shaping the perceived value of information. Building on this, Kim et al. (2025) suggest that stealthy product placements, when seamlessly integrated into content, can elicit more favorable viewer responses by enhancing both trust and engagement. In such cases, the source and the product's authenticity in the story both determine trustworthiness. Similarly, Hautz et al. (2014) and Lou and Yuan (2019) demonstrate that short videos offering detailed and practical product information strengthen perceptions of brand professionalism and reliability, thereby reinforcing trust. Complementing this, Pongpaew et al. (2017) note that short, clear, and easy-to-understand content reduces consumer uncertainty, while Liu et al. (2022) and Apasrawirote et al. (2018) emphasize the importance of effectively managing short-form video content to foster shared trust among audiences. These insights align with the Information Adoption Model, which posits that perceived usefulness is shaped by argument quality and source credibility. Of these, source credibility, particularly trustworthiness, plays a decisive role in determining whether viewers adopt the information. In the context of short-video product placements, a credible source often makes the difference between a fleeting impression and meaningful persuasion. Thus, trustworthiness emerges as a foundational factor in enhancing perceptions of usefulness, increasing engagement, and improving message acceptance in short-form video advertising.

Hypothesis 5 proposed that influencer popularity positively influences perceived usefulness, particularly in the context of product placement in short-form video content. A growing body of research highlights that products endorsed by influencers tend to attract more attention and engagement than those featured in traditional advertisements. The effectiveness of influencer marketing stems from the influencer's ability to establish trust, engage large audiences, and create an environment that encourages authenticity and community among their followers (Dinh & Lee, 2021). Influencer popularity, often measured by metrics such as follower count, engagement rate, and public visibility, signals not only social status but also persuasive influence. As Matthews and Luebke (2023) argue, a large follower base enhances an influencer's capacity to sway opinions, as it indicates broad public trust and social validation. In the case of short video

product placement, this popularity amplifies the impact of the message by increasing the likelihood that viewers will notice, trust, and evaluate the information presented. For instance, when a well-known fitness influencer casually uses a protein supplement during a workout video, the product becomes more relatable and persuasive, especially when the influencer's lifestyle aligns with the product's purpose. In short videos, the combination of influencer popularity and well-integrated product placement creates a persuasive context where viewers are more likely to adopt the information being presented. Influencers often cultivate parasocial relationships with their audiences, making their content feel more personal and trustworthy. According to IAM, source credibility, particularly in the form of trustworthiness, expertise, and authenticity, directly influences the audience's perception of a message's usefulness. Thus, when a popular influencer endorses a product through a short-form video, their perceived popularity not only increases the visibility of the product placement but also elevates the audience's belief in the reliability and relevance of the information, making it more likely to be considered useful.

The confirmation of Hypothesis 6 further strengthens this pathway by demonstrating that perceived usefulness significantly influences advertising adoption. Consumers who perceive product placements as useful are not only more likely to pay attention but also more willing to internalize the message, share it, or act upon it. This finding echoes the original proposition of the Information Adoption Model, which identifies usefulness as the decisive factor in whether individuals accept and use information (Sussman & Siegal, 2003). It is also consistent with Bhattacharjee and Sanford (2006), who found that usefulness is a strong predictor of behavioral intention in online contexts. In product placements in short videos, usefulness thus functions as the gateway through which product placements move from cognitive evaluation into consumer behavior. Consumers tend to process information automatically (Geng et al., 2021; Leung et al., 2022) while drawing on relevant memories (Celsi & Olson, 1988). When the video content matches their needs and interests, it is perceived as useful and engaging (Holliman & Rowley, 2014), increasing its potential to help them achieve goals and motivating greater interaction with both the publisher and other viewers. This fact underscores the importance of designing placements that audiences do not merely notice but actively perceive as beneficial and informative, as this perception is what transforms passive exposure into active adoption.

Hypothesis 7 proposed that advertising adoption has a positive effect on brand image, and the results supported this claim. This finding illustrates that the pathway from usefulness to brand outcomes is not direct but mediated by consumers' willingness to adopt the advertising content. Adoption represents the behavioral mechanism by which consumers translate perceived value into favorable brand associations. This resonates with Keller's (1993) customer-based brand equity model, which suggests that repeated and positively received brand communications strengthen brand image over time. In short-video contexts, adoption may take the form of engaging with the content, following the brand, or even making purchase decisions influenced by the placement. Previous work also shows that adoption is critical in bridging cognition and brand outcomes (Babin et al., 2021), and the present study confirms that this mechanism holds true for short-form, influencer-driven advertising. For marketers, the result means that placements should not stop delivering relevance and emotion; they must also encourage consumer action, whether through interactive features, calls-to-action, or opportunities for deeper brand engagement.

Taken together, the confirmation of Hypotheses 1 through 7 provides a comprehensive answer to RQ1: How does the product placement of short videos affect the brand image via the information adoption model? The results reveal a two-step process. First, consumers evaluate the usefulness of the placement, shaped by message-related and source-related factors (H1-H5). These five factors explain a substantial share of the variance in perceived usefulness, confirming the applicability of the Information Adoption Model (Sussman & Siegal, 2003) in short-video contexts. Prior research also emphasizes that congruence, emotion, and credibility are central to persuasion (Kamins & Gupta, 1994; Russell, 2002; Wiedmann & Mettenheim, 2020), and the present study extends this knowledge by showing how these dimensions operate simultaneously in fast-paced, influencer-led environments. Second, perceived usefulness drives adoption of the advertising message (H6), which then leads to an enhanced brand image (H7). This process underscores that the effectiveness of product placement depends not on exposure alone but on the extent to which consumers perceive, adopt, and internalize the content as valuable.

5.2. Mediating Role of Advertising Adoption (RQ2)

Hypothesis 8 proposed that advertising adoption mediates the relationship between perceived usefulness and brand image, and the results strongly supported

this assumption. The findings indicated that perceived usefulness significantly predicted advertising adoption, while advertising adoption, in turn, had a direct and positive impact on brand image. The indirect effect was also significant, confirming that adoption is the behavioral pathway through which consumers' perceptions of usefulness are transformed into favorable brand associations. This means that usefulness alone does not guarantee improvements in brand image. Instead, consumers must first accept and adopt the advertising content before it can shape how they perceive the brand.

This result is consistent with the theoretical foundation of the Information Adoption Model (Sussman & Siegal, 2003), where perceived usefulness functions as the central driver of message acceptance. In the context of short videos, adoption is the step in which consumers internalize product placements by treating them as credible, engaging with them, or sharing them with others. Bhattacharjee and Sanford (2006) similarly found that usefulness is a powerful predictor of behavioral acceptance in digital persuasion. At the same time, Keller's (1993) brand equity model highlights that repeated acceptance of brand messages reinforces associations and strengthens brand image over time. Other scholars have also argued that adoption is the missing link between cognition and attitudinal outcomes. For example, DeLone and McLean (2003) noted that information usefulness only translates into success when users act upon it, while Friestad and Wright's (1994) persuasion knowledge model emphasizes that consumers must move from recognizing the persuasive intent of a message to accepting it before it influences brand related judgments. Together, these insights reinforce the mediating role of adoption in bridging perceived usefulness with long-term brand outcomes. Research in social media advertising shows that when consumers adopt advertising by engaging with branded content, they are more likely to develop stronger brand attitudes and loyalty (Van Reijmersdal et al., 2012). Therefore, firms should design short video placements that go beyond informing and entertaining to include mechanisms that encourage adoption. By doing so, marketers can ensure that the perceived value of placements is converted into meaningful improvements in brand image.

5.3. Moderating Role of Social Media Influence (RQ3)

Hypothesis 9 proposed that social media influence moderates the relationship between perceived usefulness and advertising adoption, such that the effect of adoption is stronger when social media influence is high (Figure 7). The results confirmed this hypothesis. Specifically, consumers who are highly active on social

media or who are strongly influenced by their online peers were more likely to adopt advertising content when they perceived product placements as useful. In contrast, for those less influenced by social media, perceived usefulness had a weaker effect on adoption. This indicates that social media functions as an amplifier: it magnifies the extent to which usefulness translates into active adoption of advertising.

This result can be explained by the role of social endorsement and peer influence in digital environments. According to the bandwagon effect (Sundar & Nass, 2001), people are more likely to adopt a message when they see it supported by others. Social media platforms provide constant signals of approval in the form of likes, shares, and comments, which validate and reinforce consumers' judgments of usefulness. When users perceive a placement as useful and simultaneously observe social confirmation from their networks, they are far more likely to adopt the message. This finding resonates with research on electronic word-of-mouth, which has shown that peer interactions in online communities strongly affect consumer adoption of advertising (Cheung & Thadani, 2012). It also extends the Information Adoption Model by showing that social influence interacts with useful evaluations to shape consumer behavior in short-video environments. Even when consumers view content as useful, adoption is maximized when that content is also embedded in socially rich environments that encourage interaction and sharing. Encouraging users to like, comment, or repost a placement can increase the visibility of social proof, which in turn strengthens adoption behaviors. Moreover, collaborating with influencers who are not only trusted but also highly interactive with their communities can further enhance this effect.

5.4. Moderating Role of Brand Familiarity (RQ4)

Hypothesis 10 proposed that brand familiarity moderates the relationship between advertising adoption and brand image, such that the effect of adoption on brand image is stronger when consumers are more familiar with the brand (Figure 8). The results supported this hypothesis. Specifically, when consumers had prior knowledge or experience with the brand, their adoption of advertising content had a greater impact on shaping a favorable brand image. In contrast, for consumers with little or no prior familiarity, the influence of adoption on brand image was weaker. This finding highlights that brand familiarity acts as a catalyst, enhancing the extent to which adoption behaviors translate into positive brand perceptions. Familiar brands also facilitate faster cognitive processing, as consumers can more

easily retrieve related information from memory, leading to stronger brand preferences (Karangi & Lowe, 2021). In addition, brand familiarity strengthens brand associations, improves recognition, and enhances brand recall, all of which contribute to favorable brand image metrics (Batoteng et al., 2023).

This result aligns with established theories of consumer behavior. According to Keller (1993), familiarity strengthens existing brand associations and facilitates quicker information processing, making consumers more receptive to advertising messages. Similarly, Alba and Hutchinson (1987) demonstrated that consumers with prior brand knowledge are better equipped to interpret and integrate marketing information into their mental brand schema. In the context of short-video advertising, adoption of placements appears to be more effective when consumers can connect the new message with pre-existing knowledge of the brand. Research on product placement effectiveness has also shown that familiar brands tend to elicit stronger cognitive and affective responses compared to unfamiliar ones (Babin et al., 2021), which further explains why adoption exerts a larger effect under conditions of high familiarity.

5.5. Three-Way Interaction Effect of Social Media Influence, Brand Familiarity, and Advertising Adoption (RQ5)

Hypothesis 11 proposed that social media influence and brand familiarity interact in a three-way manner with advertising adoption to affect brand image. The results supported this hypothesis, showing that the positive impact of advertising adoption on brand image was strongest when both brand familiarity and social media influence were high. In other words, consumers who are already familiar with a brand and who are also highly engaged in social media environments are more likely to allow adoption of advertising messages to translate into favorable brand perceptions. Conversely, when either brand familiarity or social media influence was low, the strength of this pathway diminished significantly (Figure 9).

This finding demonstrates the combined power of internal knowledge structures and external social validation mechanisms. Familiarity provides consumers with cognitive resources to interpret and integrate advertising messages, while social media influence amplifies these perceptions through peer approval and digital

endorsement signals. When both are present, adoption becomes a more potent driver of brand image. This observation supports the elaboration likelihood model (Petty & Cacioppo, 1986), which suggests that persuasion is most effective when central cues such as familiarity and prior knowledge align with peripheral cues such as social influence and peer approval. It also extends research on electronic word-of-mouth (Cheung & Thadani, 2012) by showing that social media not only moderates direct relationships but also amplifies the role of brand familiarity in shaping consumer evaluations.

This three-way interaction emphasizes the need to design placement strategies that harness both brand familiarity and social media engagement. For established brands, short-video placements can be crafted to encourage high levels of interaction through shares, comments, or user-generated content, leveraging familiarity while maximizing social endorsement. For emerging brands, managers may need to first focus on building baseline familiarity through repeated exposure or introductory campaigns before amplifying effects via social media influence. The results suggest that the most effective placements are those that operate at the intersection of familiarity and social validation, ensuring that adoption leads to the strongest improvements in brand image.

6. CONTRIBUTION

6.1. Academic contributions

Social media product placement has grown in popularity as a means of connecting with prospective buyers who can ignore traditional media advertisements (Liu et al., 2015). This study contributes to the theoretical understanding of product placement by responding to previous calls for a deeper exploration of how the audience responds to the product placement messages (Liu et al., 2015). By examining how viewers perceive advertising information embedded in product placements, the study extends existing advertising and communication theories to new media formats. As stated in the study's objective, this research aims to investigate the effects of product placement in short video content on brand image, specifically by examining how consumers perceive and interpret embedded brand messages and how such perceptions contribute to enhancing brand image. This research provides significant theoretical contributions to the literature review of

the knowledge of product placement in the digital world, especially short video content.

First, this study extends the theoretical application of the Information Adoption Model, which was originally developed to examine how knowledge workers adopt advice communicated through mediated channels. According to previous studies by Van Reijmersdal et al. (2007), product placement seems to be an effective marketing communication tool for influencing brand images in movies. While IAM has traditionally been used to explore knowledge transfer in computer-mediated environments, its application within the realm of short video content and product placement has been underexplored. By employing IAM in this context, the study provides a more comprehensive understanding of how consumers process and adopt branded information embedded in short-form videos. The core constructs of IAM argument quality and source credibility were reconceptualized to reflect four critical antecedents relevant to short video advertising: product relevance, emotional appeal, trustworthiness, and influencer popularity. These factors were found to significantly influence the perceived usefulness of embedded brand information. When consumers perceive such information as useful, they are more likely to adopt it, which in turn positively impacts their perception of the brand. Thus, the study not only enhances the explanatory power of IAM but also demonstrates its relevance in understanding how perceived usefulness mediates the relationship between product placement characteristics and brand image formation in short video environments.

Second, the development of information and communication technology has led to the emergence of online networks as important sources of information, prompting extensive studies on users' information adoption (Zhang et al., 2025). Previous studies on users' intents to adopt information primarily utilize the information adoption model, investigating the impacts of information and source attributes from a cognitive perspective (Zhang et al., 2025). This study enhances theoretical understanding by affirming the function of information adoption as a mediation factor in the connection between perceived usefulness and brand image in the short video context. This result is consistent with the findings of Mohamed et al. (2023), who demonstrated the mediating effect of information adoption on the relationship between information credibility and purchase intention. This adoption process significantly influences their attitudes and intentions toward the brand. An important indirect effect showed that knowledge adoption is the

behavioral process via which consumers' utility assessments become positive brand connections. This experiment shows that consumers must understand and embrace the advertising message to change their brand perception, not only perceived usefulness. By integrating this mediating process into the conceptual framework, the study deepens the theoretical understanding of how persuasive communication operates in short-form video marketing and emphasizes the central role of information processing in shaping consumer behavior.

Third, the study offers new insights into the moderating role of social media influence on the relationship between perceived usefulness and the adoption of advertising by applying IAM and SIT. Normative social influence asserts that individuals frequently imitate the conduct of others, particularly when driven by the aspiration for social approval. In this study, the promotion of products by social media influencers is shown to create behavioral uniformity among followers, which in turn increases brand awareness and extends advertising reach. Social media has fundamentally changed how people communicate and interact in various areas of life (Park et al., 2017). Research has shown that information obtained through social networks helps individuals acquire new knowledge and identify opportunities. Park et al., 2017). Social influence on these platforms is evident in the quantity of online connections users possess (e.g., friends or followers) and their interaction with branded material (e.g., likes, shares, comments), consistent with the research of De Vries et al. (2012) and Tong et al. (2008). The moderating impact of social media influence highlights the significance of social context in the efficacy of digital advertising and enhances the theoretical comprehension of the interaction between informational and social elements in influencing consumer behavior on short video platforms.

Fourth, by integrating the IAM and SIT, this study contributes to theory by introducing brand familiarity as a moderating variable in the relationship between advertising adoption and brand image. Informational social influence is the inclination to accept others' information as truth, especially when they lack understanding or want to lessen decision-making ambiguity. Brand familiarity is a socially influenced informational cue that consumers use to assess brand credibility and value based on shared cultural exposure, collective experiences, and repeated endorsements from influencers or peers. Marti-Parreno et al. (2017) demonstrated that familiar brands tend to be more easily retrieved from memory, as consumers store richer and more accessible information about brands they

recognize. When users encounter product placements featuring familiar brands in short video content, they are more likely to adopt the advertising message, as the brand is already anchored in their social and cognitive frameworks. This process of adoption strengthens and improves the brand's image because familiarity builds trust, lowers perceived risk, and strengthens positive brand connections. Viewers are more likely to develop favorable impressions of brands embedded within contexts they are already comfortable with, suggesting that familiarity deepens emotional and cognitive engagement with the brand (Davtyan et al., 2020). Thus, this study introduces brand familiarity as a moderator in the IAM framework and extends Social Influence Theory by showing how personal experience and social validation influence consumer responses in digital advertising contexts, particularly those involving short-form video content.

Finally, the findings provide support for a three-way interaction effect in which high social media influence and brand familiarity promote the strongest relationship between advertising adoption and image. Traditional brand processing models used media like TV, print, and radio for one-way communication. In passive marketing, brand familiarity improved trust, recognition, and cognitive comfort. Ads are judged by sophisticated, real-time social indications, including likes, shares, comments, peer recommendations, and influencer endorsements. Previous research indicates that individuals tend to conform their beliefs to the dominant views expressed in comments, which influences their willingness to accept or respond to the distributed information (Waddell, 2017). Brands may pursue customer acquisition by engaging in social media influence, such as gaining follows and likes and participating in discussions through comments, which strategically align the brand with relevant topics and other brands that have audiences closely resembling the target market. (Mohd Hussain, 2019). Consumers often view highly engaged content as more credible, which increases the likelihood of adopting the message and considering the brand. Moreover, familiar brands hold a distinct advantage over unfamiliar ones, as brand familiarity has been shown to enhance consumer attitudes toward both the advertisement and the brand itself (Campbell & Keller, 2003). This familiarity increases the likelihood that consumers will engage with the advertisement, motivated by a desire to update or reinforce their existing knowledge of the brand (Snyder & Stukas, 1999). Past research suggests that brand familiarity serves as a moderating factor, strengthening the relationship between consumers' attitudes toward the advertisement and their subsequent attitudes toward the brand. Along

these lines, we introduced a three-way interaction variable to clarify the moderating effect between advertising adoption and brand image. Consumers are more likely to adopt and internalize brand messaging when social media influence is high and the brand is already familiar conditions under which brand cues are perceived as both socially validated and cognitively accessible, which can enhance brand image. The findings extend previous research by demonstrating that brand image is influenced not just by direct advertising effects but also by the interaction of social media influence and the familiarity of the brand.

6.2. Practical contributions

Marketers must expand their comprehension of product placement's potential as a strategic component of integrated marketing communications as it becomes more significant (Morton & Friedman, 2002). As social media continues to grow in popularity, it has emerged as a primary instrument for advertising and engaging consumer attention. The brand image is an important factor affecting how customers think of products and services. Consequently, providing promotional content suitable to the appropriate audience and via the correct channels is essential for organizations that aim to effectively position their brands. Marketers must prioritize strategic factors to maximize their impact. This study has given some practical contributions:

First, this study contributes by identifying key characteristics that make product placements in short-form videos more effective. The research findings can help advertisers better understand the effectiveness of product placement in short videos on platforms like TikTok, Instagram Reels, or YouTube Shorts. These include product relevance, emotional appeal, product influencer fit, trustworthiness, and influencer popularity. Together, these elements form a framework for designing impactful product placements that can significantly enhance brand image. When these characteristics are present, viewers are more likely to perceive the video content as useful and credible, increasing their willingness to adopt the information presented. This perceived usefulness and engagement not only improves ad adoption but also indirectly strengthens brand image, as consumers associate the positive viewing experience with the brand being featured. Over time, such behavior results in a more favorable brand image in the minds of consumers.

Second, the findings indicate that through social media influence, promotional techniques like influencer endorsements, product placement in short-form video content, and social media marketing can have a big impact on audience decision-making. In addition to expending information, individuals who interact with content by liking, sharing, or commenting are also more likely to internalize it. Short videos are “convincing weapons” that draw in viewers and influence their behavior when they become viral. Because it has been socially validated, consumers may accept the information, believe it to be reliable, and use it to guide their future purchases. Practically speaking, companies should contemplate working with reputable social media influencers and using popular video formats to convey the advantages of their products and brand values. They can enhance audience engagement and increase the likelihood of information adoption.

Third, product placement in short-video formats represents a growing trend in digital marketing that, when strategically executed, can effectively shape consumer perceptions. To strengthen brand image, companies should design placements that are subtle yet impactful, resonate with audience preferences, and remain consistent with the brand’s core values. When viewers perceive the content as useful or enjoyable, they are more likely to internalize the message, share it with others, and form positive associations with the brand. Therefore, understanding audience behavior and content preferences is essential for designing short-form video content that strengthens brand identity through increased ad adoption.

Four, consumers recall brand familiarity more easily, which increases their likelihood of considering it during the decision-making process. This familiarity creates a mental shortcut that allows consumers to process brand-related information more efficiently, leading to higher levels of ad adoption and stronger brand image formation. This means marketers can use brand familiarity in advertising and content creation. Brands can stay in consumers' minds by displaying logos, slogans, and product imagery via short-form video content and other digital formats. To maximize effectiveness, marketers should balance familiarity with creativity by integrating familiar brand cues into engaging and contextually relevant content. This approach supports information adoption and enhances the emotional connection between the brand and its audience, thereby strengthening brand image and increasing long-term brand loyalty.

Lastly, this research investigates the three-way interaction of social media impact, brand familiarity, and advertising adoption concerning brand image, with significant consequences for marketing practice. The results indicate that when social media influence is significant and the brand is well-known, people are more inclined to engage with advertising content, thereby improving the brand's image. Therefore, advertising agencies, marketers, and brands should plan to integrate social media campaigns with efforts to make and keep people familiar with the brand, which helps to ensure that advertising content is not only visible but also resonates with audiences who recognize and trust the brand. By putting these things together, businesses may make their advertising more effective and strengthen their relationships with customers.

7. CONCLUSION

In conclusion, this study establishes a comprehensive framework for examining the influence of product placement in short-form videos on brand image. The study found that key characteristics of product placement such as product relevance, emotional appeal, influencer product fit, trustworthiness, and influencer popularity positively affect brand image through the IAM. These elements help integrate the product or service naturally into short video content, enabling a more compelling and concise narrative. As a result, viewers perceive the information presented in the video as relevant and useful. This perceived usefulness enhances the effectiveness of product placement as a promotional strategy, from that lead to enhancing the brand image. Moreover, by expressing the mediating role of advertising adoption and the moderating effects of social media influence and brand familiarity, the findings demonstrate how product placement operates as a dynamic mechanism within digital marketing. More importantly, the study provides evidence of a three-way interaction, showing that social media influence strengthens the moderating effect of brand familiarity in the relationship between advertising adoption and brand image. This emphasizes the delicate relationship between individual adoption processes and contextual factors in shaping consumer perceptions. The research extends the application of the Information Adoption Model and Social Influence Theory to the context of short-form video advertising, suggesting new insights into how consumers adopt and respond to embedded promotional content. Practically, it identifies key strategies for advertisers and marketers: designing product placements that

enhance perceived usefulness, leveraging credible influencers, and targeting audiences with strong brand familiarity to maximize effectiveness.

8. LIMITATION AND FUTURE RESEARCH

This study is not without limitation. First, this study focused exclusively on Vietnamese social media users. While this context provides valuable insights into a rapidly growing and dynamic market, it also limits the generalizability of the findings. Consumer attitudes, cultural values, and media consumption behaviors may differ significantly across countries. For example, audiences in Western markets may respond differently to influencer credibility or emotional appeals than those in Asian markets. Therefore, the framework developed in this study should be validated in cross-cultural contexts to assess whether the relationships identified hold consistently or vary depending on cultural factors. Such comparisons would enhance both the theoretical robustness and the practical applicability of the model.

Second, although the use of a two-wave time-lagged survey helped mitigate common method bias, the data collection relied solely on self-reported measures. Self-reporting may be influenced by respondents' social desirability bias, inaccurate recall, or subjective interpretation of survey items. This raises concerns about the accuracy of the observed relationships. To strengthen validity, future research could incorporate experimental methods like eye-tracking devices to measure attention to product placements or behavioral data such as click-through rates and engagement metrics. Combining self-reported perceptions with objective behavioral measures would provide a more comprehensive understanding of consumer responses to product placements.

Third, the study did not account for differences across product categories or influencer types. The effectiveness of product placements may vary substantially depending on whether the product is a luxury item, a necessity, or a low-involvement good. Similarly, consumers may respond differently to endorsements from micro-influencers compared to macro-influencers or celebrities. These distinctions could shape perceived usefulness, advertising adoption, and eventually brand image. Future studies should therefore investigate how product category and influencer characteristics interact with placement strategies to produce varied outcomes. Such analyses would refine the applicability of the framework and provide more tailored guidance for marketers.

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APPENDIX:

Table 18: Cronbach's Alpha values for pilot study

Construct	Cronbach's alpha
Product relevance	0.810
Emotional appeal	0.769
Product influences fit	0.830
Truth-worthiness	0.835
Influencer popularity	0.906
Perceived usefulness	0.892
Ad adoption	0.860
Social media influence	0.870
Brand familiarity	0.726
Brand image	0.912

APPENDIX A: Data Structure



APPENDIX B: Interview guide

Appendix B

Semi-Structured Interview Guide for Vietnamese Short-Form Video Content Creators

Qualitative Phase • Gioia Methodology • NVivo 14 Analysis

Study Title	Short-Form Video Product Placement, Brand Image, and Consumer Perception: A Qualitative Study of Vietnamese Social Media Users
Research Design	Inductive, interpretivist qualitative inquiry using the Gioia methodology
Participant Profile	Vietnamese content creators aged 18–35 who produce short-form video content (TikTok, Instagram Reels, YouTube Shorts) and have engaged in at least one brand collaboration or product placement
Interview Mode	Semi-structured, individual, conducted via Zoom, Microsoft Teams, or in-person; audio-recorded with written consent; estimated duration: 45–60 minutes
Data Handling	Recordings will be transcribed verbatim, anonymised with alphanumeric codes (e.g., P01, P02), and imported into NVivo 14 for Gioia-based coding. Audio files will be deleted within 48 hours of transcription.
Ethical Approval	This study has received institutional ethical approval. Participation is entirely voluntary, and participants may withdraw at any time without penalty.

Interviewer Instructions and Pre-Interview Protocol

The present interview guide has been developed to facilitate in-depth, semi-structured qualitative interviews with Vietnamese short-form video content creators. It is designed in accordance with the principles of the Gioia methodology (Gioia et al., 2013), which foregrounds informant-centric language and treats participants as knowledgeable agents capable of generating theoretically meaningful insights. Accordingly, interviewers are encouraged to follow the participant's narrative rather than rigidly adhering to question sequence, and to employ the suggested probes flexibly to elicit elaboration, clarification, and reflection.

Prior to commencing each interview, the interviewer shall: (a) introduce themselves and briefly describe the purpose of the research in plain language; (b) confirm that the participant has read, understood, and signed the Participant Information Sheet and Informed Consent Form; (c) obtain verbal confirmation of consent to audio-record the session; (d) assure the participant that their identity will remain confidential through the use of alphanumeric codes in all published materials; and (e) remind the participant of their unconditional right to withdraw from the study at any point without consequence.

Note on language. Interviews may be conducted in Vietnamese or English according to the participant's preference. When conducted in Vietnamese, transcripts will be translated into English by the researcher prior to NVivo 14 analysis, and translated excerpts will be back-translated by a bilingual colleague to verify accuracy. Participants are encouraged to respond in whichever language they feel most comfortable using, and the interviewer shall not correct or rephrase informant language during data collection, consistent with in-vivo coding principles (Gioia et al., 2013).

Section A: Content Creation Background and Digital Media Profile (Questions 1–3)

These opening questions are designed to establish rapport and to gather contextual information about each participant's content creation history, platform preferences, and audience demographics. Responses will be coded as first-order concepts relating to platform-mediated experience and creator identity. The interviewer should allow the participant to speak freely and note any spontaneous references to brand relationships or audience engagement.

Question 1.

Could you begin by telling me about your journey as a content creator on platforms such as TikTok, Instagram Reels, or YouTube Shorts? How did you start, and how has your content evolved over time?

Suggested probes:

- *What platforms do you primarily use, and how long have you been active on each?*
- *How would you describe the type of content you create and the audience you have built?*
- *How many followers or subscribers do you currently have, and how do you think about that number in relation to your work?*

Question 2.

In your experience, how do short-form video platforms differ from longer-format channels in terms of how you communicate with your audience and how your audience responds to your content?

Suggested probes:

- *Do you find that short-form video formats impose particular constraints on the messages you can convey?*
- *How does the algorithmic recommendation system on TikTok or Instagram Reels shape the kind of content you produce?*

Question 3.

How would you describe your relationship with your audience? In what ways, if any, do your followers influence the decisions you make about the content you create or the brands you collaborate with?

Suggested probes:

- *Can you give an example of a time when audience feedback changed the direction of your content strategy?*
- *How do you gauge whether your audience trusts you and values what you share with them?*

Section B: Product Placement Practices and Brand Collaboration (Questions 4–7)

This section explores how participants engage with product placement and brand collaboration arrangements. Questions are designed to surface first-order concepts relating to advertising adoption, argument quality, and the perceived usefulness of brand-integrated content. The interviewer should pay particular attention to language participants use when describing the fit between their personal identity and the brands they promote.

Question 4.

Could you walk me through what happens when you receive a brand collaboration request or a product placement proposal? What factors do you consider when deciding whether to accept or decline?

Suggested probes:

- *How important is your personal familiarity with the brand or product before agreeing to a collaboration?*
- *Have you ever declined a collaboration that offered attractive financial compensation? What were your reasons?*
- *How do you negotiate with brands about the way the product is presented within your content?*

Question 5.

Once you have agreed to incorporate a brand or product into your video, how do you decide what information to communicate about that product to your audience?

Suggested probes:

- *Do you conduct independent research about the product before creating the content, or do you rely primarily on materials provided by the brand?*
- *How do you determine which product features or benefits are most relevant and useful for your specific audience?*
- *In your view, what distinguishes high-quality product information from content that merely promotes a brand?*

Question 6.

How do you integrate a sponsored product or brand mention into your short-form video content in a way that feels natural rather than disruptive to your audience?

Suggested probes:

- *What storytelling techniques do you use to embed brand messages within your video narratives?*
- *Have you experimented with different approaches to product placement, and if so, which have proven most effective?*
- *How do you use the specific features of short-form video, such as visual transitions, audio, or on-screen text, to reinforce brand messages?*

Question 7.

How do you approach the disclosure of sponsored content or paid partnerships in your videos? What has shaped your current practice in this regard?

Suggested probes:

- *Have you noticed any difference in how your audience responds to content when you explicitly disclose a brand partnership compared with when a product appears without disclosure?*
- *What are your thoughts on advertising disclosure regulations in Vietnam, and how do they influence your content decisions?*

Section C: Source Credibility and Audience Trust (Questions

Questions in this section are directed toward understanding how creators perceive and actively construct their credibility with audiences. Responses will be coded for first-order concepts relating to source trustworthiness, perceived authenticity, and expertise attribution, which contribute to the second-order theme of source credibility assessment within the Gioia analytical framework.

Question 8.

In your view, what makes a content creator credible in the eyes of their audience, particularly when that creator is promoting a product or service?

Suggested probes:

- *Do you think there is a difference between being perceived as knowledgeable about a product and being perceived as trustworthy in general? How do you navigate that distinction?*
- *How has your credibility with your audience changed over the course of your career as a creator?*

Question 9.

How do you maintain a sense of authenticity with your audience when you are producing content that has been commissioned or financially supported by a brand?

Suggested probes:

- *Can you describe a situation in which you felt tension between fulfilling a brand's requirements and remaining honest with your audience?*
- *What strategies do you use to ensure that sponsored content reflects your genuine opinion or experience with the product?*
- *How do your followers typically respond when they sense that a creator is promoting something they do not personally believe in?*

Question 10.

To what extent do you think your audience distinguishes between your personal recommendations and content that you have been paid to produce? How do you feel about that distinction?

Suggested probes:

- *Have you ever received comments or messages from followers questioning the authenticity of your brand collaborations? How did you respond?*
- *Do you think Vietnamese audiences have particular expectations regarding influencer honesty or transparency compared with audiences in other countries?*

Section D: Perceived Usefulness and Audience Advertising Adoption (Questions 11–13)

This section examines how creators understand the usefulness of the content they produce from the perspective of their audience, and how they interpret audience engagement as a signal of advertising adoption. The questions aim to surface first-order concepts that may contribute to the second-order themes of content informativeness and relevance, as well as purchase intention shift.

Question 11.

When you create a video that features a brand or product, how do you think about the value that the video provides to your audience beyond the commercial message?

Suggested probes:

- *How do you balance entertainment value with informational value in your product placement content?*
- *Do you think your audience watches your sponsored videos primarily to be entertained, to be informed about a product, or for some other reason?*

Question 12.

How do you interpret audience responses, such as comments, shares, saves, or direct messages, as indicators of how useful or persuasive your product placement content has been?

Suggested probes:

- *What engagement patterns do you observe after posting a sponsored video compared with organic content?*
- *Have you ever received feedback suggesting that a viewer made a purchase or changed their opinion about a brand after watching one of your videos? How did that make you feel?*
- *Do you use any analytics tools to measure the impact of your sponsored content, and what metrics do you find most meaningful?*

Question 13.

In your observation, what types of product placement content seem most effective at moving Vietnamese audiences from passive viewing to actively considering or purchasing a product?

Suggested probes:

- *Do you think the short-form video format is particularly conducive to driving purchase intention? Why or why not?*
- *Are there product categories or brand types that you believe resonate more strongly with Vietnamese consumers through short-form video placement?*

Section E: Social Influence, Peer Dynamics, and Community Norms (Questions 14–16)

This section explores how content creators understand their position within broader social influence networks and how they perceive the role of peer dynamics in shaping their audience's response to product placement.

Responses will be coded for concepts related to normative social pressure, viral engagement, and social proof, which are key second-order themes in the analytical framework.

Question 14.

How would you describe the social dynamics within the Vietnamese short-form video community, particularly in relation to how creators and audiences influence one another's perceptions of brands and products?

Suggested probes:

- *Do you think the opinions of other prominent creators in your niche influence how your own audience receives your brand recommendations?*
- *Have you ever noticed that a product trend originating with one creator rapidly spread across the Vietnamese TikTok or Instagram community?*

Question 15.

In what ways do you think comments sections, duets, stitches, and other community interaction features on short-form video platforms amplify or diminish the impact of product placement content?

Suggested probes:

- *Can you describe a specific example in which community interaction significantly shaped how your audience responded to a brand collaboration?*
- *How do you manage negative comments or sceptical responses to your sponsored content?*

Question 16.

How do you think about the role of social proof, such as high view counts, many likes, or numerous positive comments, in convincing your audience to trust and act upon your brand recommendations?

Suggested probes:

- *Do you think Vietnamese consumers are more or less susceptible to social proof cues than consumers you have observed in other markets?*
- *Have you ever deliberately engineered social proof signals for a brand collaboration, and if so, how?*

Section F: Brand Familiarity, Brand Image, and Consumer Perception (Questions 17–19)

Questions in this section examine how content creators understand the relationship between their content and the brand perceptions held by their audience. Particular attention is paid to prior brand familiarity as a moderating factor, the formation of brand image through repeated exposure, and the emotional connections that audiences develop with brands featured in short-form video content.

Question 17.

In your experience, how does your audience respond differently to a well-known, established brand compared with a newer or less familiar brand when each appears in your short-form video content?

Suggested probes:

- *Do you think prior familiarity with a brand makes your audience more receptive to product placement, or does familiarity sometimes reduce the novelty and impact of the content?*
- *How do you tailor your approach to introducing a lesser-known brand to an audience that has little existing awareness of it?*

Question 18.

How do you think your video content shapes or reinforces the image that your audience holds of a particular brand? What aspects of short-form video do you believe are most powerful in building or transforming brand perceptions?

Suggested probes:

- *Can you describe an instance in which your content noticeably shifted your audience's perception of a brand, either positively or negatively?*
- *How important is the visual aesthetic, soundtrack, or editing style of a short-form video in communicating a brand's personality to Vietnamese consumers?*

Question 19.

How do you think about the emotional dimension of brand communication in your content? In what ways do you attempt to foster an emotional connection between your audience and the brands you feature?

Suggested probes:

- *Do you think Vietnamese consumers form stronger emotional attachments to brands through short-form video than through other advertising formats such as television commercials or banner advertisements?*
- *How does the parasocial relationship between creators and their followers influence the way audiences emotionally engage with brands featured in creator content?*

Section G: Reflective Closing (Question 20)

The closing question invites the participant to reflect holistically on the themes discussed and to introduce any perspectives or experiences that the preceding questions did not adequately address. This question is particularly

important within the Gioia framework, as unanticipated informant perspectives often generate the most theoretically generative first-order concepts.

Question 20.

Reflecting on everything we have discussed today, is there anything about your experience as a short-form video content creator working with brands that you feel has not been captured, or that you believe is important for this research to understand about the relationship between content creation, product placement, and how Vietnamese consumers perceive and connect with brands?

Suggested probes:

- *Are there aspects of the Vietnamese digital media landscape or consumer culture that you think outsiders often misunderstand in relation to how product placement works here?*
- *If you could suggest one change to how brands, platforms, or regulations approach product placement in Vietnamese short-form video content, what would it be and why?*

Post-Interview Protocol

Upon concluding the interview, the interviewer shall: (a) thank the participant sincerely for their time and contribution; (b) provide a brief verbal summary of the topics covered and invite any final comments; (c) confirm the participant's preferred contact method for the purpose of member checking and transcript verification; (d) remind the participant that they will receive a plain-language summary of the research findings upon completion of the study; and (e) ensure the participant retains a copy of the Participant Information Sheet containing the researcher's contact details and the institutional ethics committee contact for any concerns.

Table B.1

Summary of Interview Questions, Thematic Sections, and Associated Research Variables

Q.	Section	Question Focus	Research Variable
1	A: Background	Content creation journey and platform history	Platform-mediated consumer experience
2	A: Background	Short-form vs. long-form platform affordances	Platform-mediated consumer experience
3	A: Background	Creator-audience relationship and trust dynamics	Source credibility; social-media influence
4	B: Product Placement	Brand collaboration decision-making criteria	Advertising adoption; brand familiarity
5	B: Product Placement	Information selection and content quality	Argument quality; perceived usefulness

6	B: Product Placement	Natural integration of brand messages	Argument quality; advertising adoption
7	B: Product Placement	Advertising disclosure practices	Source credibility; advertising adoption
8	C: Credibility	Determinants of creator credibility	Source credibility
9	C: Credibility	Authenticity maintenance in sponsored content	Source credibility; advertising adoption

Q.	Section	Question Focus	Research Variable
10	C: Credibility	Audience perception of personal vs. paid content	Source credibility; social-media influence
11	D: Usefulness	Value creation beyond the commercial message	Perceived usefulness; argument quality
12	D: Usefulness	Engagement as a signal of advertising adoption	Perceived usefulness; advertising adoption
13	D: Usefulness	Effective content types for purchase intention	Perceived usefulness; brand image
14	E: Social Influence	Social dynamics in the Vietnamese creator community	Social-media influence; advertising adoption
15	E: Social Influence	Community interaction features and their impact	Social-media influence; argument quality
16	E: Social Influence	Social proof and persuasion mechanics	Social-media influence; source credibility
17	F: Brand Image	Familiar vs. unfamiliar brand audience response	Brand familiarity; brand image
18	F: Brand Image	Short-form video and brand image formation	Brand image; perceived usefulness
19	F: Brand Image	Emotional brand connection and parasocial bonds	Brand image; social-media influence
20	G: Closing	Holistic reflective question and emergent themes	All variables (open-ended)

Note on References

*This interview guide was developed with reference to the following methodological and substantive sources: Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. *Organizational Research Methods*, 16(1), 15–31. <https://doi.org/10.1177/1094428112452151>; Kvale, S., & Brinkmann, S. (2009). *InterViews: Learning the craft of qualitative research interviewing* (2nd ed.). Sage; Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). Sage; Magnani, G., & Gioia, D. A. (2023). Using the Gioia methodology in international business and entrepreneurship research. *International Business Review*, 32(2), Article 102097. <https://doi.org/10.1016/j.ibusrev.2022.102097>; Eisend, M. (2009). A meta-analysis of humor in advertising. *Journal of the Academy of Marketing Science*, 37(2), 191–203. <https://doi.org/10.1007/s11747-008-0096-y>; Chaiken, S. (1980). Heuristic versus systematic information processing and the use of source versus message cues in persuasion. *Journal of Personality and Social Psychology*, 39(5), 752–766.*

APPENDIX C: Consent form

Phụ Lục C | Appendix C

Phiếu Thông Tin Người Tham Gia & Phiếu Đồng Ý Tham Gia Nghiên Cứu

Participant Information Sheet & Informed Consent Form

Tên đề tài <i>Study Title</i>	Quảng Cáo Tích Hợp Trong Video Ngắn, Hình Ảnh Thương Hiệu và Nhận Thức Người Tiêu Dùng: Nghiên Cứu Định Tính về Người Dùng Mạng Xã Hội tại Việt Nam <i>Short-Form Video Product Placement, Brand Image, and Consumer Perception: A Qualitative Study of Vietnamese Social Media Users</i>
Nghiên cứu sinh <i>Researcher</i>	Kim Anh Đào — Nghiên cứu sinh Tiến sĩ <i>Kim Anh Dao — PhD Candidate</i>
Cơ sở đào tạo <i>Institution</i>	Tomas Bata University in Zlin, Faculty of Management and Economics (FaME)
Email liên hệ <i>Contact Email</i>	kim@utb.cz

PHẦN 1: PHIẾU THÔNG TIN NGƯỜI THAM GIA

PART 1: PARTICIPANT INFORMATION SHEET

1. Lời Mời Tham Gia Nghiên Cứu

1. Invitation to Participate

Bạn được mời tham gia vào một nghiên cứu khoa học đang được thực hiện nhằm tìm hiểu cách thức người sáng tạo nội dung video ngắn tại Việt Nam tích hợp sản phẩm thương hiệu vào nội dung của họ, và cách thức quá trình này tác động đến nhận thức, hình ảnh thương hiệu và quyết định tiêu dùng của khán giả. Trước khi quyết định tham gia, xin bạn hãy đọc kỹ phiếu thông tin này để hiểu rõ mục đích nghiên cứu, những gì được yêu cầu từ bạn, quyền lợi và quyền của bạn với tư cách là người tham gia.

You are invited to participate in a research study examining how Vietnamese short-form video content creators integrate brand products into their content, and how this process influences audience perceptions, brand image, and consumer decision-making. Please read this information sheet carefully before deciding whether to participate.

2. Mục Đích Nghiên Cứu

2. Purpose of the Research

Nghiên cứu này nhằm khám phá, thông qua phương pháp định tính theo Phương Pháp Gioia (Gioia et al., 2013), cách thức các yếu tố như chất lượng lập luận, độ tin cậy của nguồn thông tin, tính hữu ích được nhận thức, ảnh hưởng xã hội, mức độ quen thuộc với thương hiệu và hình ảnh thương hiệu được cấu thành và thể hiện trong nội dung video ngắn trên các nền tảng TikTok, Instagram Reels và YouTube Shorts tại thị trường Việt Nam. Dữ liệu thu thập được sẽ được phân tích bằng phần mềm NVivo 14 và góp phần xây dựng một mô hình lý thuyết mới về hành vi tiêu dùng kỹ thuật số trong bối cảnh Đông Nam Á.

This study aims to explore, through the Gioia methodology (Gioia et al., 2013), how constructs such as argument quality, source credibility, perceived usefulness, social influence, brand familiarity, and brand image are constructed and expressed within short-form video content on TikTok, Instagram Reels, and YouTube Shorts in the Vietnamese market. Data will be analysed using NVivo 14 to develop a grounded theoretical model of digital consumer behaviour in Southeast Asia.

3. Tiêu Chí Tham Gia

3. Eligibility Criteria

Để đủ điều kiện tham gia nghiên cứu này, bạn cần đáp ứng tất cả các tiêu chí sau:

To be eligible for this study, you must meet all of the following criteria:

Từ 18 đến 35 tuổi tại thời điểm tham gia phỏng vấn

Aged between 18 and 35 years at the time of the interview

Là công dân hoặc cư dân thường trú tại Việt Nam

A citizen or permanent resident of Vietnam

Đang hoạt động nhff ngffời sáng tạo nội dung trên ít nhất một trong các nền tảng: TikTok, Instagram Reels, hoặc YouTube Shorts

Currently active as a content creator on at least one of: TikTok, Instagram Reels, or YouTube Shorts

Đã thực hiện ít nhất một hợp tác thffơng hiệu, quảng cáo có trả phí, hoặc tích hợp sản phẩm trong nội dung video ngắn trong vòng 12 tháng qua

Has undertaken at least one brand collaboration, paid promotion, or product integration in short-form video content within the past 12 months

Có khả năng giao tiếp bằng tiếng Việt hoặc tiếng Anh

Able to communicate in Vietnamese or English

4. Quy Trình Tham Gia

4. What Participation Involves

Nếu bạn đồng ý tham gia, bạn sẽ được mời tham dự một buổi phỏng vấn bán cấu trúc (semi-structured interview) diễn ra theo hình thức cá nhân, riêng tff. Quá trình tham gia bao gồm các bffớc sau:

If you agree to participate, you will be invited to take part in an individual semi-structured interview conducted privately. The process involves the following steps:

Bffớc 1 — Xác nhận tham gia (trffớc phỏng vấn): Ký phiếu đồng ý và xác nhận đủ điều kiện tham gia. Thời gian: khoảng 10 phút.

Step 1 — Consent (before interview): Sign the informed consent form and confirm eligibility. Estimated time: approximately 10 minutes.

Bffớc 2 — Phỏng vấn chính: Một buổi phỏng vấn bán cấu trúc kéo dài từ 45 đến 60 phút, đffợc thực hiện qua Zoom, Microsoft Teams, hoặc gặp trực tiếp theo thỏa thuận.

Step 2 — Main interview: One semi-structured interview lasting 45 to 60 minutes, conducted via Zoom, Microsoft Teams, or in person by mutual agreement.

Bffớc 3 — Kiểm tra bản ghi (member checking): Sau khi gỡ băng phỏng vấn, bạn sẽ nhận đffợc bản ghi âm đffợc chuyển thành văn bản để xem xét và chỉnh sửa (nếu cần) trong vòng 7 ngày. Thời gian tffớc tính: 15 đến 20 phút.

Step 3 — Transcript verification (member checking): After transcription, you will receive a copy of your transcript for review and amendment (if necessary) within 7 days. Estimated time: 15 to 20 minutes.

Bffớc 4 — Phản hồi kết quả: Sau khi nghiên cứu hoàn thành, bạn sẽ nhận đffợc bản tóm tắt kết quả bằng tiếng Việt nếu bạn muốn.

Step 4 — Results feedback: Upon completion of the study, you will receive a plain-language Vietnamese summary of the findings if you wish.

5. Rủi Ro và Lợi Ích

5. Risks and Benefits

Nghiên cứu này đffợc đánh giá là có rủi ro tối thiểu. Không có câu hỏi nào liên quan đến thông tin cá nhân nhạy cảm, sức khỏe, tài chính hay quan điểm chính trị. Tuy nhiên, nếu bất kỳ câu hỏi nào khiến bạn cảm thấy không thoải mái, bạn có quyền bỏ qua câu hỏi đó hoặc dừng phỏng vấn bất kỳ lúc nào mà không cần giải thích lý do.

This study is assessed as minimal risk. No questions concern sensitive personal information, health, finances, or political views. However, if any question makes you feel uncomfortable, you have the right to skip that question or discontinue the interview at any time without providing a reason.

Lợi ích trực tiếp: Tham gia giúp bạn phản ánh về hoạt động sáng tạo nội dung và chiến lffợc hợp tác thffợng hiệu của mình. Lợi ích gián tiếp: Kết quả nghiên cứu sẽ đóng góp vào hiểu biết học thuật và thực tiễn về tiếp thị kỹ thuật số tại Việt Nam.

Direct benefit: Participation provides an opportunity to reflect on your content creation practices and brand collaboration strategies. Indirect benefit: Research findings will contribute to academic and practical understanding of digital marketing in Vietnam.

6. Bảo Mật và Ẩn Danh

6. Confidentiality and Anonymity

Toàn bộ thông tin bạn cung cấp sẽ được bảo mật tuyệt đối. Danh tính của bạn sẽ không xuất hiện trong bất kỳ báo cáo, bài báo hay tài liệu nghiên cứu nào. Thay vào đó, mỗi người tham gia sẽ được gán một mã số ẩn danh (ví dụ: P01, P02) trong toàn bộ quá trình phân tích và công bố kết quả.

All information you provide will be treated in strict confidence. Your identity will not appear in any report, publication, or research document. Instead, each participant will be assigned an anonymisation code (e.g., P01, P02) throughout analysis and publication.

File ghi âm sẽ được mã hoá và xoá vĩnh viễn trong vòng 48 giờ sau khi hoàn tất gõ băng.

Audio recordings will be encrypted and permanently deleted within 48 hours of transcription completion.

Bản ghi phỏng vấn và dữ liệu nghiên cứu sẽ được lưu trữ trên máy chủ được mã hoá của trường đại học, chỉ nghiên cứu sinh và người giám sát được phép truy cập.

Transcripts and research data will be stored on the university's encrypted server, accessible only to the researcher and supervisor.

Dữ liệu sẽ được lưu giữ tối thiểu 5 năm sau khi nộp luận văn, sau đó các mã định danh cá nhân sẽ bị tiêu huỷ theo đúng quy định bảo vệ dữ liệu.

Data will be retained for a minimum of five years following thesis submission, after which personal identifiers will be destroyed in accordance with data protection regulations.

Không có thông tin nào đủ để nhận dạng bạn sẽ được công bố trong bất kỳ hình thức xuất bản nào, kể cả luận văn, bài báo khoa học hay hội nghị.

No information that could identify you will be published in any form, including the thesis, journal articles, or conference presentations.

7. Tính Tự Nguyện và Quyền Rút Lui

7. Voluntary Participation and Right to Withdraw

Việc tham gia nghiên cứu này hoàn toàn là tự nguyện. Bạn không bị ép buộc phải tham gia và sẽ không bị bất kỳ hậu quả tiêu cực nào nếu bạn từ chối hoặc rút lui. Bạn có quyền rút lui khỏi nghiên cứu bất kỳ lúc nào, kể cả trong và sau khi phỏng vấn, mà không cần đưa ra lý do. Nếu bạn rút lui trước khi dữ liệu của bạn được nhập vào phần mềm NVivo 14, toàn bộ dữ liệu liên quan đến bạn sẽ bị xoá vĩnh viễn trong vòng 48 giờ kể từ khi nhận được yêu cầu rút lui của bạn.

Participation in this research is entirely voluntary. You will not be pressured to participate and will not face any negative consequences if you decline or withdraw. You have the right to withdraw at any time,

including during and after the interview, without giving a reason. If you withdraw before your data have been entered into NVivo 14, all data relating to you will be permanently deleted within 48 hours of receiving your withdrawal request.

8. Thông Tin Liên Hệ

8. Contact Information

Nghiên cứu sinh (Researcher)	[Anh Dao Kim [kim@utb.cz]
Người hướng dẫn (Supervisor)	
Hội đồng Đạo đức Nghiên cứu (Research Ethics Committee)	

Nếu bạn có bất kỳ mối lo ngại nào về cách thức nghiên cứu được tiến hành và không muốn liên hệ trực tiếp với nghiên cứu sinh, bạn có thể liên hệ với Hội đồng Đạo đức Nghiên cứu của trường đại học theo địa chỉ trên. Mọi khiếu nại sẽ được xử lý một cách bảo mật và nghiêm túc.

PHẦN 2: PHIẾU ĐỒNG Ý THAM GIA NGHIÊN CỨU

PART 2: INFORMED CONSENT FORM

Xin lưu ý: Trước khi ký phiếu đồng ý này, bạn xác nhận rằng bạn đã đọc và hiểu đầy đủ Phiếu Thông Tin Người Tham Gia (Phần 1). Nếu bạn có bất kỳ câu hỏi nào, vui lòng hỏi nghiên cứu sinh trước khi ký.

Please note: By signing this form, you confirm that you have read and fully understood the Participant Information Sheet (Part 1). Please ask the researcher any questions you may have before signing.

Thông Tin Người Tham Gia

Participant Details

Họ và tên <i>Full Name</i>	_____ <i>(Tên này chỉ dùng cho hồ sơ đồng ý — sẽ không xuất hiện trong nghiên cứu)</i>
Mã ẩn danh <i>Anonymity Code</i>	P ____()
Nền tảng chính <i>Primary Platform</i>	TikTok Instagram Reels YouTube Shorts Khác / Other: _____
Ngày phỏng vấn <i>Interview Date</i>	____/____/____

Xác Nhận Đồng Ý — Xin đánh dấu () vào mỗi ô bên dưới

Consent Confirmation — Please check () each box below

Tôi đã đọc và hiểu Phiếu Thông Tin Người Tham Gia (Phiên bản 1.0) và đã có đủ thời gian để cân nhắc việc tham gia.

I have read and understood the Participant Information Sheet (Version 1.0) and have had sufficient time to consider participation.

Tôi hiểu rằng việc tham gia là hoàn toàn tự nguyện và tôi có thể rút lui bất kỳ lúc nào mà không bị ảnh hưởng tiêu cực.

I understand that participation is entirely voluntary and that I may withdraw at any time without negative consequence.

Tôi đồng ý rằng buổi phỏng vấn sẽ được ghi âm với mục đích gỡ băng và phân tích, và tôi hiểu rằng file ghi âm sẽ bị xóa trong vòng 48 giờ sau khi hoàn tất gỡ băng.

I agree that the interview will be audio-recorded for the purpose of transcription and analysis, and I understand that the audio file will be deleted within 48 hours of transcription completion.

Tôi hiểu rằng thông tin nhận dạng cá nhân của tôi sẽ được thay thế bằng mã số ẩn danh trong toàn bộ tài liệu nghiên cứu và sẽ không được công bố dưới bất kỳ hình thức nào.

I understand that my personally identifying information will be replaced with an anonymisation code in all research materials and will not be published in any form.

Tôi hiểu rằng dữ liệu của tôi sẽ được lưu trữ an toàn trong tối thiểu 5 năm sau khi nộp luận văn và sẽ chỉ được sử dụng cho mục đích nghiên cứu học thuật đã được phê duyệt.

I understand that my data will be stored securely for a minimum of five years following thesis submission and will be used only for the approved academic research purpose.

Tôi đồng ý tham gia kiểm tra bản ghi (member checking) bằng cách xem xét và phê duyệt bản ghi phỏng vấn của tôi trong vòng 7 ngày sau khi nhận được.

I agree to participate in member checking by reviewing and approving my interview transcript within seven days of receiving it.

Tôi hiểu rằng nghiên cứu này đã được phê duyệt bởi Hội đồng Đạo đức Nghiên cứu của trường đại học và được tiến hành theo các nguyên tắc đạo đức nghiên cứu với con người.

I understand that this study has received approval from the university's Research Ethics Committee and is conducted in accordance with ethical principles governing research involving human participants.

Tôi đồng ý tham gia nghiên cứu này.

I agree to participate in this research study.

Đồng Ý Bổ Sung (Không Bắt Buộc)

Additional Optional Consent

Tôi đồng ý nhận bản tóm tắt kết quả nghiên cứu bằng tiếng Việt sau khi nghiên cứu hoàn thành. Email nhận kết quả: _____

I agree to receive a Vietnamese-language summary of the research findings after completion. Email for results: _____

Tôi đồng ý để trích dẫn phỏng vấn ẩn danh của tôi được sử dụng trong các ấn phẩm khoa học phát sinh từ nghiên cứu này.

I agree for anonymised excerpts from my interview to be used in academic publications arising from this research.

Tôi sẵn sàng được liên hệ lại cho một buổi phỏng vấn ngắn (tối đa 20 phút) nếu cần làm rõ thêm dữ liệu trong quá trình phân tích.

I am willing to be contacted for a brief follow-up interview (maximum 20 minutes) if data clarification is needed during analysis.

Chữ Ký

Signatures

Người Tham Gia / Participant

Tên / Name: _____

Nghiên Cứu Sinh / Researcher

Tên / Name: _____

Ngày / Date: ____/ ____/ _____

Ngày / Date: ____/ ____/ _____

Người Chứng Kiến (nếu phỏng vấn trực tiếp) / Witness (if in-person interview)

Tên / Name: _____

Ngày / Date: ____/ ____/ _____

Lưu ý quan trọng / Important Note:

Đối với phỏng vấn trực tuyến qua Zoom hoặc Microsoft Teams, sự đồng ý bằng lời nói của người tham gia sẽ được ghi âm vào đầu buổi phỏng vấn thay thế cho chữ ký trên phiếu này. Người tham gia sẽ xác nhận bằng lời rằng họ đã đọc và hiểu Phiếu Thông Tin Người Tham Gia và đồng ý tham gia nghiên cứu. Xác nhận này cũng có giá trị pháp lý tương đương chữ ký theo quy trình đã được Hội đồng Đạo đức Nghiên cứu phê duyệt.

For online interviews conducted via Zoom or Microsoft Teams, verbal consent from the participant will be audio-recorded at the beginning of the session in lieu of a written signature. The participant will verbally confirm that they have read and understood the Participant Information Sheet and agree to participate. This verbal confirmation carries equivalent legal standing to a written signature under the approved ethics protocol.

Xin giữ lại một bản sao của phiếu này cho mục đích lưu trữ cá nhân. / Please retain a copy of this form for your personal records.

APPENDIX D: Nvivo14 coding sheet

Phụ Lục D | Appendix D

Bảng Mã Hóa NVivo — Phương Pháp Gioia

NVivo Coding Sheet — Gioia Methodology | First-Order Concepts Second-Order Themes Aggregate Dimensions

Tên dự án NVivo <i>NVivo Project Name</i>	SFVPP_Vietnam_Qualitative_v1.nvpx
Nghiên cứu <i>Research</i>	Quảng Cáo Tích Hợp Trong Video Ngắn, Hình Ảnh Thffơng Hiệu & Nhận Thức Ngffời Tiêu Dùng tại Việt Nam <i>Short-Form Video Product Placement, Brand Image & Consumer Perception in Vietnam</i>
Giai đoạn mã hóa <i>Coding Phase</i>	Vòng 1 — Mã hóa Bậc 1 (Free Nodes) + Bậc 2 (Tree Nodes) + Chiều Kích Tổng Hợp <i>Round 1 — First-Order (Free Nodes) + Second-Order (Tree Nodes) + Aggregate Dimensions</i>
Phần mềm <i>Software</i>	NVivo 14 (Lumivero, 2023) — Mã hóa thủ công (Manual Coding Mode) <i>NVivo 14 (Lumivero, 2023) — Manual Coding Mode</i>
Tổng số tham gia <i>Total Participants</i>	23 ngffời sáng tạo nội dung video ngắn (P01–P23) 23 Vietnamese short-form content creators
Tổng hàng trong bảng <i>Total Coded Rows</i>	35 ví dụ mã hóa minh họa (trích xuất từ tập dữ liệu thực) 35 illustrative coding examples

Bảng dưới đây trình bày cấu trúc phân cấp node (tree nodes) trong dự án NVivo 14, phản ánh ba bậc phân tích của Phương Pháp Gioia. Node Bậc 3 (cha của cha) là các Chiều Kích Tổng Hợp; Node Bậc 2 là Chủ Đề Lý Thuyết; Node Bậc 1 là Mã In-Vivo từ ngôn ngữ của người tham gia. / The table presents the hierarchical node structure in NVivo 14, reflecting the three analytical levels of the Gioia Methodology.

Cấp Node Node Level	Loại Node NVivo NVivo Node Type	Tên Node (Chiều Kích Tổng Hợp / Chủ Đề Bậc 2 / Mã In-Vivo) Node Name	Đường Dẫn NVivo NVivo Path	Biến Nghiên Cứu Research Variable
Bậc 3 / L3	<i>Parent-of-Parent Node</i>	Relational Credibility & Information Quality Perception	\\Nodes\\Aggregate_Dimensions\\D1_Credibility_InfoQuality	<i>Source Credibility; Argument Quality</i>

Cấp Node Node Level	Loại Node NVivo NVivo Node Type	Tên Node (Chiều Kích Tổng Hợp / Chủ Đề Bậc 2 / Mã In-Vivo) Node Name	Đường Dẫn NVivo NVivo Path	Biến Nghiên Cứu Research Variable
Bậc 2 / L2	<i>Parent Node (Tree)</i>	Perceived Influencer Authenticity	\\...\\D1_Credibility_InfoQuality\\Authenticity	<i>Source Credibility</i>
Bậc 1 / L1	<i>Child Node (Free)</i>	<i>Dùng thật sản phẩm / Genuine personal use</i>	\\...\\Authenticity\\genuine_product_use	<i>Source Credibility</i>
Bậc 1 / L1	<i>Child Node (Free)</i>	<i>Khán giả phát hiện quảng cáo giả / Audience detection inauthentic ads</i>	\\...\\Authenticity\\audience_detection_fake_ads	<i>Source Credibility</i>
Bậc 1 / L1	<i>Child Node (Free)</i>	<i>Từ chối hợp tác vì giá trị đạo đức / Declining on ethical grounds</i>	\\...\\Authenticity\\ethical_brand_rejection	<i>Source Credibility</i>
Bậc 1 / L1	<i>Child Node (Free)</i>	<i>Đàm phán kịch bản / Script negotiation authentic voice</i>	\\...\\Authenticity\\script_negotiation	<i>Source Credibility</i>
Bậc 2 / L2	<i>Parent Node (Tree)</i>	Content Informativeness & Relevance	\\...\\D1_Credibility_InfoQuality\\Informativeness	<i>Argument Quality</i>
Bậc 1 / L1	<i>Child Node (Free)</i>	<i>Thông tin bổ sung ngoài quảng cáo / Supplementary product info</i>	\\...\\Informativeness\\supplementary_product_info	<i>Argument Quality</i>
Bậc 1 / L1	<i>Child Node (Free)</i>	<i>Lọc nhãn hàng theo đối tượng / Audience-relevance filtering</i>	\\...\\Informativeness\\audience_relevance_filtering	<i>Argument Quality</i>
Bậc 2 / L2	<i>Parent Node (Tree)</i>	Source Trustworthiness Assessment	\\...\\D1_Credibility_InfoQuality\\Trustworthiness	<i>Source Credibility</i>
Bậc 1 / L1	<i>Child Node (Free)</i>	<i>Chuyên môn tích lũy / Accumulated domain expertise</i>	\\...\\Trustworthiness\\accumulated_expertise	<i>Source Credibility</i>
Bậc 1 / L1	<i>Child Node (Free)</i>	<i>Chuẩn bị kỹ thuật trước hợp tác / Technical pre-collab prep</i>	\\...\\Trustworthiness\\technical_preparation	<i>Source Credibility</i>
Bậc 3 / L3	<i>Parent-of-Parent Node</i>	Socially Anchored Advertising Adoption	\\Nodes\\Aggregate_Dimensions\\D2_Social_AdoptionNorm	<i>Social Media Influence; Advertising Adoption</i>

Bậc 2 / L2	Parent Node (Tree)	Peer Influence on Acceptance	\\...\\D2_Social_AdoptionNorm\\Peer_Influence	Social Media Influence
Bậc 1 / L1	Child Node (Free)	Lan truyền qua mạng xã hội thân quen / Close network diffusion	\\...\\Peer_Influence\\close_network_diffusion	Social Media Influence
Bậc 1 / L1	Child Node (Free)	Hiệu ứng nhóm sau chia sẻ / Group purchase effect	\\...\\Peer_Influence\\group_purchase_effect	Social Media Influence
Bậc 2 / L2	Parent Node (Tree)	Normative Social Pressure	\\...\\D2_Social_AdoptionNorm\\Normative_Pressure	Advertising Adoption
Bậc 1 / L1	Child Node (Free)	FOMO và xu hướng 'hot' / FOMO trending pressure	\\...\\Normative_Pressure\\FOMO_trending	Advertising Adoption

Cấp Node Node Level	Loại Node NVivo NVivo Node Type	Tên Node (Chiều Kích Tổng Hợp / Chủ Đề Bậc 2 / Mã In-Vivo) Node Name	Đường Dẫn NVivo NVivo Path	Biến Nghiên Cứu Research Variable
Bậc 1 / L1	Child Node (Free)	Tham chiếu nhóm ngang hàng / Peer reference group pressure	\\...\\Normative_Pressure\\peer_reference_group	Social Media Influence
Bậc 2 / L2	Parent Node (Tree)	Viral Engagement & Social Proof	\\...\\D2_Social_AdoptionNorm\\Viral_SocialProof	Social Media Influence
Bậc 1 / L1	Child Node (Free)	Số liệu tương tác như bằng chứng xã hội / Metrics as social proof	\\...\\Viral_SocialProof\\engagement_metrics_proof	Social Media Influence
Bậc 1 / L1	Child Node (Free)	Comment mua hàng như bằng chứng xã hội / Purchase comments as proof	\\...\\Viral_SocialProof\\purchase_comment_proof	Advertising Adoption
Bậc 3 / L3	Parent-of-Parent Node	Brand Familiarity as Cognitive Anchor	\\Nodes\\Aggregate_Dimensions\\D3_BrandFamiliarity	Brand Familiarity
Bậc 2 / L2	Parent Node (Tree)	Prior Brand Knowledge Activation	\\...\\D3_BrandFamiliarity\\Prior_Knowledge	Brand Familiarity
Bậc 2 / L2	Parent Node (Tree)	Recognition-Based Evaluation	\\...\\D3_BrandFamiliarity\\Recognition_Eval	Brand Familiarity
Bậc 2 / L2	Parent Node (Tree)	Brand Exposure Frequency Effect	\\...\\D3_BrandFamiliarity\\Exposure_Frequency	Brand Familiarity
Bậc 3 / L3	Parent-of-Parent Node	Affective Brand Image Formation	\\Nodes\\Aggregate_Dimensions\\D4_BrandImage_Affect	Brand Image
Bậc 2 / L2	Parent Node (Tree)	Emotional Connection to Brand	\\...\\D4_BrandImage_Affect\\Emotional_Connection	Brand Image
Bậc 2 / L2	Parent Node (Tree)	Brand Personality Attribution	\\...\\D4_BrandImage_Affect\\Brand_Personality	Brand Image
Bậc 2 / L2	Parent Node (Tree)	Purchase Intention Shift	\\...\\D4_BrandImage_Affect\\Purchase_Intention	Brand Image

Bậc 3 / L3	Parent-of-Parent Node	Platform-Mediated Consumer Experience	Nodes\Aggregate Dimensions\D5_Platform_Experience	Perceived Usefulness
Bậc 2 / L2	Parent Node (Tree)	Short-Form Video Affordances	...\D5_Platform_Experience\SFV_Affordances	Perceived Usefulness
Bậc 2 / L2	Parent Node (Tree)	Algorithmic Content Discovery	...\D5_Platform_Experience\Algorithm_Discovery	Perceived Usefulness
Bậc 2 / L2	Parent Node (Tree)	Immersive Viewing Experience	...\D5_Platform_Experience\Immersive_View	Perceived Usefulness; Brand Image

Bảng Mã Hóa Chi Tiết — 35 Ví Dụ Minh Họa

Detailed Coding Sheet — 35 Illustrative Coding Examples

Bảng D.1

Bảng mã hóa Gioia: Trích dẫn gốc (Bậc 1) Chủ Đề Lý Thuyết (Bậc 2) Chiều Kích Tổng Hợp với ví dụ từ 23 người tham gia. NC = Ghi chú; NP = Mã người tham gia; * = Trường hợp phủ nhận (Negative Case). / Gioia coding table: Raw quotes (1st-order) Theoretical Themes (2nd-order) Aggregate Dimensions with examples from 23 participants. * = Negative case.

No .	Mã NP Participant	Trích Dẫn Gốc (Bậc 1) Original Quote (1st-Order Concept)	Mã In-Vivo In-Vivo Code (NVivo Free Node)	Chủ Đề Bậc 2 2nd-Order Theme (NVivo Tree Node)	Chiều Kích Tổng Hợp Aggregate Dimension (NVivo Parent-of-Parent)	Biến Nghiên Cứu Research Variable	Ghi Chú Phân Tích / Memo (NVivo Memo Link)
1	P03 Dòng 47	"Minh luôn dùng thử sản phẩm ít nhất một tuần trước khi quay video. Nếu mình không thật sự thích thì mình sẽ từ chối hợp tác, dù tiền nhiều đến đâu." <i>"I always try the product for at least a week before filming. If I don't genuinely like it, I'll turn down the collaboration, no matter how much they pay."</i>	Dùng thật / Genuine personal use	Perceived Influencer Authenticity	Relational Credibility & Information Quality Perception	Source Credibility	Creator explicitly links authenticity to personal product testing; strong marker of source credibility. Potential link to anti-commercialism attitude.

2	P07 Dòng 82	"Khán giả của mình rất nhạy. Họ biết ngay khi mình đang quảng cáo mà không có trải nghiệm thực. Mình đã từng bị comment 'giả tạo' và mình không bao giờ muốn điều đó xảy ra lại." <i>"My audience is very perceptive. They can tell immediately when I'm promoting something I haven't experienced. I once got comments calling me fake, and I never want that to happen again."</i>	Khán giả phát hiện quảng cáo giả / Audience detection of inauthentic ads	Perceived Influencer Authenticity	Relational Credibility & Information Quality Perception	Source Credibility	<i>Negative case: past authenticity failure as a learning moment. Audience policing of creator behaviour — important social influence dynamic.</i>
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No .	Mã NP Participant	Trích Dẫn Gốc (Bậc 1) Original Quote (1st-Order Concept)	Mã In-Vivo In-Vivo Code (NVivo Free Node)	Chủ Đề Bậc 2 2nd-Order Theme (NVivo Tree Node)	Chiều Kích Tổng Hợp Aggregate Dimension (NVivo Parent-of-Parent)	Biến Nghiên Cứu Research Variable	Ghi Chú Phân Tích / Memo (NVivo Memo Link)
3	P01 Dòng 34	"Video của mình cung cấp thông tin chi tiết về thành phần, cách dùng, giá cả — những thứ mà nhãn hiệu không nói hết trong quảng cáo chính thức." <i>"My videos provide detailed information about ingredients, usage instructions, and pricing — things the brand doesn't fully cover in their official ads."</i>	Thông tin bổ sung ngoài quảng cáo / Supplementary product information	Content Informativeness & Relevance	Relational Credibility & Information Quality Perception	Argument Quality	Clear articulation of argument quality — creator as information intermediary. Aligns with IAM construct of information usefulness.
4	P11 Dòng 59	"Mình chọn nhãn hàng mà mình nghĩ là phù hợp với đối tượng khán giả của mình — 18 đến 25 tuổi, quan tâm đến skincare và lifestyle. Nếu không liên quan thì dù trả bao nhiêu mình cũng không nhận." <i>"I only choose brands I think are relevant to my audience — ages 18 to 25, interested in skincare and lifestyle. If it's irrelevant, I won't accept regardless of the fee."</i>	Lọc nhãn hàng theo đối tượng / Audience-relevance brand filtering	Content Informativeness & Relevance	Relational Credibility & Information Quality Perception	Argument Quality	Relevance as editorial criterion — connects to argument quality through audience-product fit. Could inform second-order theme around content gatekeeping.
5	P05 Dòng 101	"Mình nghĩ uy tín đến từ sự nhất quán. Mình đã làm về beauty ba năm rồi, và khi mình review sản phẩm, mọi người tin vì họ biết mình có kiến thức chuyên môn trong lĩnh vực này." <i>"I think credibility comes from consistency. I've been in beauty for three years, and when I review a product, people trust it because they know I have expertise in this area."</i>	Chuyên môn tích lũy theo thời gian / Accumulated domain expertise	Source Trustworthiness Assessment	Relational Credibility & Information Quality Perception	Source Credibility	Domain expertise as credibility dimension — consistent with Ohanian (1990) source credibility model. Noteworthy: expertise is self-reported.

No .	Mã NP Participant	Trích Dẫn Gốc (Bậc 1) Original Quote (1st-Order Concept)	Mã In-Vivo In-Vivo Code (NVivo Free Node)	Chủ Đề Bậc 2 2nd-Order Theme (NVivo Tree Node)	Chiều Kích Tổng Hợp Aggregate Dimension (NVivo Parent-of-Parent)	Biến Nghiên Cứu Research Variable	Ghi Chú Phân Tích / Memo (NVivo Memo Link)
6	P14 Dòng 73	"Minh không bao giờ ký hợp đồng độc quyền với một nhãn hàng nếu mình chưa hiểu rõ sản phẩm. Khán giả hỏi rất nhiều câu hỏi kỹ thuật — mình phải trả lời được." <i>"I never sign an exclusive contract with a brand if I don't fully understand the product. My audience asks very technical questions — I have to be able to answer them."</i>	Chuẩn bị kỹ thuật trước hợp tác / Technical preparation before collaboration	Source Trustworthiness Assessment	Relational Credibility & Information Quality Perception	Source Credibility	Pre-collaboration due diligence as credibility maintenance strategy. Links to argument quality — creator as verifier of brand claims.
7	P09 Dòng 28	"Khi mình thấy bạn bè trong nhóm chat cũng chia sẻ video về sản phẩm đó, mình bắt đầu tò mò. Không phải chỉ vì creator nổi tiếng nói mà còn vì người xung quanh mình cũng dùng." <i>"When I see friends in my chat group also sharing videos about that product, I start to get curious. It's not just because a famous creator mentioned it, but because the people around me are also using it."</i>	Lan truyền qua mạng xã hội thân quen / Diffusion through close social network	Peer Influence on Acceptance	Socially Anchored Advertising Adoption	Social Media Influence	Distinguishes between parasocial (creator) and peer influence. Close social network amplifies creator endorsement — two-step flow of communication.
8	P02 Dòng 115	"Mình nhận ra rằng sản phẩm của mình được mua nhiều hơn sau khi các bạn trong lớp của khán giả bắt đầu chia sẻ video đó với nhau. Một người chia sẻ, cả nhóm mua." <i>"I noticed the product I featured got more purchases after my viewers' classmates started sharing the video with each other. One person shares, the whole group buys."</i>	Hiệu ứng nhóm sau chia sẻ / Group purchase effect post-sharing	Peer Influence on Acceptance	Socially Anchored Advertising Adoption	Social Media Influence	Viral peer diffusion driving group purchase behaviour — strong evidence of normative social influence within Vietnamese Gen Z social circles.

No .	Mã NP Participant	Trích Dẫn Gốc (Bậc 1) Original Quote (1st-Order Concept)	Mã In-Vivo In-Vivo Code (NVivo Free Node)	Chủ Đề Bậc 2 2nd-Order Theme (NVivo Tree Node)	Chiều Kích Tổng Hợp Aggregate Dimension (NVivo Parent-of-Parent)	Biến Nghiên Cứu Research Variable	Ghi Chú Phân Tích / Memo (NVivo Memo Link)
9	P17 Dòng 66	"Một số bạn nhắn tin hỏi mình 'chị ơi bạn em cũng dùng cái này, có thật sự tốt không?' — câu hỏi đó cho mình thấy rằng áp lực xã hội đang đẩy họ đến quyết định mua." <i>"Some followers message me asking 'Chị, my friend also uses this, is it really good?' — that question shows me that social pressure is pushing them toward a purchase decision."</i>	Tham chiếu nhóm ngang hàng / Peer reference group pressure	Normative Social Pressure	Socially Anchored Advertising Adoption	Social Media Influence	Creator perceives normative pressure operating on their audience — important second-person observation of social norms influencing advertising adoption.
10	P06 Dòng 44	"Ở Việt Nam, nếu sản phẩm đang 'hot' trên TikTok thì mọi người cảm thấy mình cần phải thử để không bị lạc hậu. Đặc biệt là Gen Z — họ rất sợ FOMO." <i>"In Vietnam, if a product is 'hot' on TikTok, people feel they need to try it to avoid falling behind. Especially Gen Z — they are very afraid of FOMO."</i>	FOMO và xu hướng 'hot' / FOMO and trending product pressure	Normative Social Pressure	Socially Anchored Advertising Adoption	Advertising Adoption	FOMO as a Vietnamese Gen Z-specific driver of advertising adoption — culturally grounded insight directly from informant language. Flag for negative case check.
11	P12 Dòng 90	"Video mình đạt 2 triệu lượt xem không phải vì mình nổi tiếng mà vì cộng đồng TikTok bắt đầu duet và stitch lại. Khi con số đó xuất hiện, mọi người cho rằng sản phẩm đó phải đáng thử." <i>"My video reached 2 million views not because I'm famous but because the TikTok community started duetting and stitching it. When that number appears, people assume the product must be worth trying."</i>	Số liệu tương tác như bằng chứng xã hội / Engagement metrics as social proof	Viral Engagement & Social Proof	Socially Anchored Advertising Adoption	Social Media Influence	Algorithmic amplification converts metric visibility into social proof — important platform-mediated mechanism. Intersects with Dimension 5.

No .	Mã NP Participant	Trích Dẫn Gốc (Bậc 1) Original Quote (1st-Order Concept)	Mã In-Vivo In-Vivo Code (NVivo Free Node)	Chủ Đề Bậc 2 2nd-Order Theme (NVivo Tree Node)	Chiều Kích Tổng Hợp Aggregate Dimension (NVivo Parent-of-Parent)	Biến Nghiên Cứu Research Variable	Ghi Chú Phân Tích / Memo (NVivo Memo Link)
12	P19 Dòng 53	"Comment 'em cũng mua rồi, thấy tốt lắm chị ơi' dưới video của mình thuyết phục người xem tiếp theo hơn bất kỳ lời nào mình nói trong video." <i>"Comments saying 'I bought it too, it's really good!' under my video convince subsequent viewers more than anything I say in the video itself."</i>	Comment mua hàng như bằng chứng xã hội / Purchase comment as social proof	Viral Engagement & Social Proof	Socially Anchored Advertising Adoption	Advertising Adoption	User-generated social proof in comment sections as persuasion mechanism — creator clearly distinguishes this from their own endorsement power.
13	P04 Dòng 38	"Khi mình giới thiệu một nhãn hiệu mà khán giả chưa biết, mình cần dành ít nhất 30 giây đầu tiên để xây dựng bối cảnh — nhãn hiệu này từ đâu, họ làm gì. Nếu là nhãn quen rồi thì mình vào thẳng sản phẩm được." <i>"When I introduce a brand my audience doesn't know, I need to spend at least the first 30 seconds building context — where this brand is from, what they do. If it's already familiar, I can go straight to the product."</i>	Xây dựng bối cảnh nhãn hiệu mới / Context-building for unknown brands	Prior Brand Knowledge Activation	Brand Familiarity as Cognitive Anchor	Brand Familiarity	Creator explicitly strategies differ for known vs unknown brands — 30-second threshold is an in-vivo operational definition of brand familiarity effect.
14	P08 Dòng 71	"Khi mình nhắc đến một thương hiệu mà khán giả đã biết từ trước, phản ứng trong comment nhanh hơn nhiều — họ tag bạn bè ngay lập tức vì họ đã có sẵn ký ức về nhãn hiệu đó." <i>"When I mention a brand my audience already knows, the comment reaction is much faster — they immediately tag friends because they already have existing memories of that brand."</i>	Kích hoạt ký ức thương hiệu / Brand memory activation	Prior Brand Knowledge Activation	Brand Familiarity as Cognitive Anchor	Brand Familiarity	Speed of audience response as indicator of prior brand knowledge — novel operationalisation emerging from informant language. Strong first-order concept.

No .	Mã NP Participant	Trích Dẫn Gốc (Bậc 1) Original Quote (1st-Order Concept)	Mã In-Vivo In-Vivo Code (NVivo Free Node)	Chủ Đề Bậc 2 2nd-Order Theme (NVivo Tree Node)	Chiều Kích Tổng Hợp Aggregate Dimension (NVivo Parent-of-Parent)	Biến Nghiên Cứu Research Variable	Ghi Chú Phân Tích / Memo (NVivo Memo Link)
15	P15 Dòng 49	"Minh thấy logo của thương hiệu X xuất hiện mọi nơi trên TikTok. Khi mình hợp tác với họ, khán giả của mình không cần mình giải thích nhiều — họ đã nhận ra ngay." <i>"I see brand X's logo everywhere on TikTok. When I collaborated with them, my audience didn't need much explanation — they recognised it immediately."</i>	Nhận diện tức thì qua logo / Immediate logo recognition	Recognition-Based Evaluation	Brand Familiarity as Cognitive Anchor	Brand Familiarity	Ubiquitous TikTok presence creating brand recognition prior to creator endorsement — suggests brand familiarity precedes and mediates creator influence.
16	P20 Dòng 84	"Những nhãn hiệu nội địa Việt Nam như X hay Y — khi mình giới thiệu, khán giả đã có sẵn cảm xúc tích cực vì họ thấy ba mẹ họ dùng từ nhỏ. Mình chỉ cần kết nối sản phẩm mới với ký ức đó." <i>"Vietnamese local brands like X or Y — when I feature them, my audience already has positive emotions because they saw their parents using them from childhood. I just need to connect the new product to that memory."</i>	Thương hiệu nội địa và ký ức tuổi thơ / Domestic brand nostalgia memory	Recognition-Based Evaluation	Brand Familiarity as Cognitive Anchor	Brand Familiarity	Intergenerational brand familiarity specific to Vietnamese domestic brands — culturally distinctive first-order concept with strong potential for negative-case ...
17	P10 Dòng 62	"Mình đã hợp tác với thương hiệu đó ba lần trong sáu tháng. Đến lần thứ ba, chỉ cần nhìn thấy màu sắc bao bì, khán giả của mình đã nhắc đến sản phẩm trong comment trước khi mình kịp nói." <i>"I collaborated with that brand three times in six months. By the third time, just seeing the packaging colour, my audience was already mentioning the product in comments before I even spoke."</i>	Quen thuộc qua tiếp xúc lặp lại / Familiarity through repeated exposure	Brand Exposure Frequency Effect	Brand Familiarity as Cognitive Anchor	Brand Familiarity	Mere exposure effect clearly articulated by creator — packaging colour as conditioned trigger for brand recognition. Strong candidate for representative quotati...

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18	P13 Dòng 77	"Sau khi mình đăng video về nhãn đó 5 lần, follower của mình bắt đầu tự tag thương hiệu vào comment của những video khác không liên quan — tức là họ đã kết nối thương hiệu đó với kênh của mình." <i>"After I posted about that brand 5 times, my followers started tagging the brand in comments on completely unrelated videos — meaning they had associated that brand with my channel."</i>	Liên kết thương hiệu với kênh creator / Brand-channel association	Brand Exposure Frequency Effect	Brand Familiarity as Cognitive Anchor	Brand Familiarity	Unprompted brand-channel linkage by audience — suggests creation of a brand node in audience memory architecture. Theoretically rich for brand familiarity model...
19	P02 Dòng 96	"Khán giả của mình nói rằng khi nhìn thấy mình dùng sản phẩm đó, họ cảm thấy sản phẩm 'có cảm giác sang' dù giá không cao. Tức là mình đã giúp thương hiệu nâng tầm hình ảnh trong mắt họ." <i>"My audience says that when they see me using that product, they feel it is 'luxurious' even though the price is not high. Meaning I helped the brand elevate its image in their eyes."</i>	Creator nâng tầm hình ảnh thương hiệu / Creator-mediated brand image elevation	Emotional Connection to Brand	Affective Brand Image Formation	Brand Image	Creator explicitly describes image-transfer mechanism — their personal aspirational image attributed to the brand. Connects affect and perceived brand quality.
20	P16 Dòng 41	"Mình nhận thấy rằng sau khi hợp tác với thương hiệu X, nhiều người nhắn tin nói 'em thấy nhãn đó giờ trẻ trung hơn, hiện đại hơn'. Trước đó họ nghĩ nhãn đó già và cũ." <i>"I noticed that after collaborating with brand X, many people messaged saying 'that brand feels younger and more modern now'. Before that, they thought the brand was old and outdated."</i>	Làm trẻ hóa hình ảnh thương hiệu / Brand image rejuvenation through creator	Emotional Connection to Brand	Affective Brand Image Formation	Brand Image	Longitudinal brand image shift — before/after framing provides implicit temporal comparison. Strong qualitative evidence for brand image transformation through ...

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21	P05 Đòng 118	"Nhãn hiệu này có personality phù hợp với mình — năng động, sáng tạo, không ngại thử mới. Khi mình giới thiệu họ, khán giả không chỉ nhìn thấy sản phẩm mà nhìn thấy cả phong cách sống." <i>"This brand has a personality that matches mine — energetic, creative, willing to try new things. When I feature them, my audience doesn't just see the product, they see a whole lifestyle."</i>	Nhất quán cá tính thương hiệu và creator / Brand-creator personality congruence	Brand Personality Attribution	Affective Brand Image Formation	Brand Image	Brand personality congruence with creator identity — Aaker (1997) dimensions implicitly present. Central mechanism of image transfer in product placement.
22	P18 Đòng 57	"Mình chú ý rằng các thương hiệu nước ngoài khi muốn tiếp cận giới trẻ Việt Nam thường tìm đến creator có phong cách trẻ trung, tự do — vì họ muốn mang hình ảnh đó sang thương hiệu của mình." <i>"I notice that foreign brands wanting to reach young Vietnamese consumers often seek out creators with a youthful, free-spirited style — because they want to transfer that image onto their brand."</i>	Nhãn hàng nước ngoài dùng creator để bản địa hóa hình ảnh / Foreign brand localisation through creator	Brand Personality Attribution	Affective Brand Image Formation	Brand Image	Deliberate brand image localisation strategy — foreign brand using Vietnamese creator as cultural image adaptor. Unique cross-cultural brand image dimension for...

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23	P03 Dòng 103	"Sau video của mình, tôi thấy link sản phẩm trong bio được click hàng nghìn lần trong 24 giờ. Nhưng điều quan trọng hơn là nhiều người nhắn tin nói 'em không mua ngay nhưng em đã lưu lại để xem lại' — tức là họ đang cân nhắc." <i>"After my video, I saw the product link in my bio being clicked thousands of times within 24 hours. But more importantly, many people messaged saying 'I didn't buy immediately but I saved it to revisit' — meaning they were actively considering it."</i>	Hành vi lưu để xem lại như tín hiệu ý định mua / Save-to-revisit as purchase intention signal	Purchase Intention Shift	Affective Brand Image Formation	Brand Image	Save behaviour as intermediate stage between awareness and purchase — creator identifies a new behavioural indicator of purchase intention beyond direct convers...
24	P21 Dòng 79	"Video mình không thuyết phục người mua ngay — nó thay đổi cách họ nhìn sản phẩm đó. Ba tuần sau, một bạn nhắn tin 'hôm qua em thấy sản phẩm đó trong siêu thị và em nhớ đến video của chị nên mua'." <i>"My video didn't persuade people to buy immediately — it changed how they perceived the product. Three weeks later, someone messaged: 'yesterday I saw that product in the supermarket and remembered your video, so I bought it'."</i>	Ảnh hưởng trễ đến quyết định mua / Delayed influence on purchase decision	Purchase Intention Shift	Affective Brand Image Formation	Brand Image	Delayed purchase decision with explicit attribution to creator video — challenges assumption of immediate conversion in short-form video advertising. Important ...

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25	P07 Đòng 31	"Video 15 giây buộc mình phải chọn: hoặc là thông tin, hoặc là cảm xúc. Mình không thể làm cả hai. Với sản phẩm kỹ thuật thì cực kỳ khó vì người dùng cần nhiều thông tin hơn 15 giây cho phép." <i>"A 15-second video forces me to choose: either information or emotion. I can't do both. With technical products it's extremely difficult because users need more information than 15 seconds allows."</i>	Giới hạn định dạng video ngắn / Short-form format constraint on information	Short-Form Video Affordances	Platform-Mediated Consumer Experience	Perceived Usefulness	Format constraint as a tension between argument quality and platform affordance — directly relates to perceived usefulness ceiling imposed by short-form format.
26	P11 Đòng 55	"TikTok có tính năng series video cho phép mình chia sản phẩm thành 3-5 tập ngắn. Mình dùng Part 1, Part 2, Part 3 để giữ người xem và cung cấp đủ thông tin theo thời gian." <i>"TikTok's series feature allows me to split a product across 3-5 short episodes. I use Part 1, Part 2, Part 3 to retain viewers and deliver sufficient information over time."</i>	Seri video như giải pháp cho giới hạn định dạng / Video series as format constraint workaround	Short-Form Video Affordances	Platform-Mediated Consumer Experience	Perceived Usefulness	Creative platform exploitation to overcome argument quality constraint — creator-driven innovation within platform affordances. Strong practical implication.
27	P22 Đòng 88	"For You Page của TikTok thật ra rất thông minh — nó hiểu khán giả của mình muốn gì và đẩy video của mình đến đúng người. Mình không cần phải chạy quảng cáo nếu nội dung đủ tốt." <i>"TikTok's For You Page is actually very intelligent — it understands what my audience wants and pushes my videos to exactly the right people. I don't need to run paid ads if the content is good enough."</i>	Thuật toán như công cụ phân phối miễn phí / Algorithm as free distribution tool	Algorithmic Content Discovery	Platform-Mediated Consumer Experience	Perceived Usefulness	Creator frames algorithm as a benevolent partner rather than opaque system — this attitude shapes content strategy. Contrast with negative cases where algorithm...

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28 *	P06 Dòng 96	"Minh từng bị giảm reach đột ngột sau khi đăng video có gắn '#ad'. TikTok dường như hạn chế phân phối nội dung thương mại so với nội dung thuần organic. Điều này ảnh hưởng trực tiếp đến hiệu quả quảng cáo." <i>"I once experienced a sudden drop in reach after posting a video tagged '#ad'. TikTok seems to limit the distribution of commercial content compared with purely organic content. This directly affects advertising effectiveness."</i>	Thuật toán phân biệt nội dung thương mại / Algorithm discrimination against commercial content	Algorithmic Content Discovery	Platform-Mediated Consumer Experience	Perceived Usefulness	NEGATIVE CASE — Algorithm as barrier to advertising reach contradicts positive algorithm framing in row 27. Important variation for constant comparison; flags d...
29	P09 Dòng 43	"Khi mình đang xem video một chiếc áo và bỗng thấy mình tưởng tượng mình đang mặc nó — đó là lúc sản phẩm 'sống' trong tâm trí. Video ngắn tạo ra trải nghiệm nhập vai mà TV không làm được." <i>"When I'm watching a video of a shirt and suddenly imagine myself wearing it — that's when the product 'lives' in my mind. Short-form video creates an immersive experience that TV cannot achieve."</i>	Tưởng tượng nhập vai trong video ngắn / Immersive self-projection in short-form video	Immersive Viewing Experience	Platform-Mediated Consumer Experience	Perceived Usefulness	Self-projection as mechanism of immersive experience — phenomenologically rich first-order concept. Connects perceived usefulness to hedonic engagement theory.

30	P14 Dòng 112	"Video ngắn xóa mờ ranh giới giữa nội dung giải trí và quảng cáo. Người xem không nhận ra mình đang xem quảng cáo — đây là ưu điểm lớn nhất so với banner hay pop-up truyền thống." <i>"Short-form video blurs the boundary between entertainment content and advertising. Viewers don't realise they're watching an ad — this is its biggest advantage over traditional banners or pop-ups."</i>	Xóa mờ ranh giới giải trí và quảng cáo / Blurring entertainment-advertising boundary	Immersive Viewing Experience	Platform-Mediated Consumer Experience	Perceived Usefulness	<i>Native advertising naturalness as core platform affordance — creator articulates this as deliberate strategy. Raises ethical question re: advertising disclosure...</i>
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31	P18 Dòng 64	"Âm nhạc trong video ngắn rất quan trọng. Khi mình chọn trending sound phù hợp với cảm xúc của sản phẩm, người xem cảm nhận sản phẩm theo cảm xúc của bài nhạc — đây là cách mình định hình brand feeling." <i>"Music in short-form video is very important. When I choose a trending sound that matches the emotional tone of the product, viewers experience the product through the emotion of the music — this is how I shape brand feeling."</i>	Âm nhạc như công cụ định hình cảm xúc thương hiệu / Music as brand emotion shaping tool	Immersive Viewing Experience	Platform-Mediated Consumer Experience	Brand Image	<i>Audio-emotional congruence as brand image formation mechanism — intersects Dimensions 4 and 5. Trending sound as cultural referent specific to Vietnamese TikTok...</i>

32	P23 Dòng 71	"Minh đã từ chối một hợp đồng lớn vì thương hiệu đó từng có scandal về môi trường. Khán giả của mình rất quan tâm đến sustainability — nếu mình nhận, mình sẽ mất lòng tin của họ." <i>"I turned down a major contract because that brand had a previous environmental scandal. My audience cares deeply about sustainability — if I had accepted, I would have lost their trust."</i>	Từ chối hợp tác vì giá trị đạo đức / Declining collaboration on ethical grounds	Source Trustworthiness Assessment	Relational Credibility & Information Quality Perception	Source Credibility	Values-based brand rejection as proactive credibility protection — emerging theme around ethical selectivity as credibility maintenance. Important for negative-...
33	P04 Dòng 89	"Có những lúc mình phải thương lượng rất nhiều với nhãn hàng. Họ muốn mình nói những câu mà mình thấy quá lố, không thật. Mình luôn sửa lại script để giọng nói giống mình hơn, tự nhiên hơn." <i>"Sometimes I have to negotiate extensively with brands. They want me to say things I find exaggerated and inauthentic. I always revise the script to make it sound more like me, more natural."</i>	Đàm phán kịch bản để bảo toàn giọng điệu / Script negotiation to preserve authentic voice	Perceived Influencer Authenticity	Relational Credibility & Information Quality Perception	Source Credibility	Creator agency in resisting brand narrative control — process-level insight into authenticity construction. Rare access to backstage negotiation dynamics.

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34 *	P16 Dòng 103	"Minh nhận thấy khi sản phẩm không phù hợp với tone màu sắc trong video của mình, khán giả cảm thấy bị 'phá vỡ trải nghiệm'. Họ không comment về sản phẩm mà comment 'video này trông lạ quá'." <i>"I notice that when a product doesn't match the colour tone of my videos, my audience feels the 'experience is broken'. They don't comment on the product, they comment 'this video looks strange'."</i>	Bất hòa thẩm mỹ làm gián đoạn trải nghiệm / Aesthetic dissonance disrupting viewing experience	Immersive Viewing Experience	Platform-Mediated Consumer Experience	Perceived Usefulness	NEGATIVE CASE — Aesthetic mismatch as product placement failure mode. Visual brand-channel congruence as necessary condition for immersive experience maintenanc...
35	P10 Dòng 47	"Minh không chỉ bán sản phẩm — mình bán 'lifestyle'. Khi người xem nghĩ đến mình, họ nghĩ đến một cuộc sống trẻ trung, năng động, thành công. Thương hiệu nào phù hợp với hình ảnh đó thì mình hợp tác." <i>"I don't just sell products — I sell a 'lifestyle'. When viewers think of me, they think of a young, dynamic, successful life. Whichever brand fits that image, I collaborate with."</i>	Creator như người bán phong cách sống / Creator as lifestyle seller	Brand Personality Attribution	Affective Brand Image Formation	Brand Image	Creator self-conceptualisation as lifestyle curator — deeply tied to parasocial relationship theory. Strongest articulation of brand image as aspirational ident...

Mẫu Ghi Chú Phân Tích (Analytical Memos) — NVivo 14

Sample Analytical Memos linked to Coding Nodes

Trong NVivo 14, mỗi node được liên kết với một Memo phân tích ghi lại lý do phân loại, liên kết lý thuyết và các quyết định phân tích. Dưới đây là ba ví dụ Memo minh họa. / In NVivo 14, each node is linked to an analytical memo recording the rationale for classification, theoretical connections, and analytical decisions. Three sample memos are shown below.

Node: `genuine_product_use` (D1 Authenticity Genuine personal use)

Ngày tạo / Created: [DD/MM/YYYY] | Người mã hóa / Coder: [Researcher Code]

Mã In-Vivo này xuất hiện ở 14 trong 23 người tham gia (P01, P02, P03, P05, P06, P08, P09, P11, P13, P14, P16, P18, P20, P22). Sự xuất hiện với tần suất cao (60.8%) gợi ý rằng "dùng thật sản phẩm" là chuẩn mực được chia sẻ rộng rãi trong cộng đồng creator tại Việt Nam, không chỉ là đặc điểm cá nhân. Điều này có thể phản ánh áp lực chuẩn mực từ khán giả Việt Nam, những người đặt kỳ vọng cao về tính xác thực. Cần kiểm tra các trường hợp phủ nhận (negative cases): P07 và P19 bày tỏ hoài nghi về khả năng duy trì chuẩn mực này khi số lượng hợp tác tăng.

This in-vivo code appears across 14 of 23 participants (60.8%), suggesting that 'genuine product use' functions as a shared normative expectation within the Vietnamese creator community, not merely an individual characteristic. This may reflect audience-imposed credibility norms. Negative cases: P07 and P19 express scepticism about maintaining this standard as collaboration volume increases — flag for second-order theme revision.

Node: `FOMO_trending` (D2 Normative Pressure FOMO and trending product pressure)

Ngày tạo / Created: [DD/MM/YYYY] | Người mã hóa / Coder: [Researcher Code]

Khái niệm FOMO (Fear Of Missing Out) xuất hiện một cách tự phát trong ngôn ngữ của 9 người tham gia mà không được gợi ý bởi bất kỳ câu hỏi nào. Đây là bằng chứng mạnh mẽ rằng FOMO là một động lực nội tại và được nhận thức rõ ràng trong hành vi tiêu dùng Gen Z tại Việt Nam. Cần xem xét liệu FOMO hoạt động như biến điều tiết (moderator) hay biến trung gian (mediator) trong mô hình lý thuyết. Liên kết lý thuyết tiềm năng: Cialdini (1984) về nguyên tắc bằng chứng xã hội; Baumeister et al. (1994) về nhu cầu thuộc về nhóm.

FOMO concept emerged spontaneously in the language of 9 participants without any prompting — strong evidence that FOMO is an internally recognised motivation in Vietnamese Gen Z consumer behaviour. Theoretical question: Does FOMO function as moderator or mediator in the model? Potential links: Cialdini (1984) social proof principle; Baumeister et al. (1994) need to belong.

Node: delayed_purchase_influence (D4 Purchase Intention Delayed influence on purchase)

Ngày tạo / Created: [DD/MM/YYYY] | Người mã hóa / Coder: [Researcher Code]

Trffờng hợp P21 (Dòng 79) cung cấp bằng chứng về ảnh hffờng trễ (delayed influence): ngffời xem mua sản phẩm 3 tuần sau khi xem video, tại điểm bán vật lý, và trực tiếp quy ảnh hffờng cho video. Điều này thách thức giả định phổ biến trong nghiên cứu quảng cáo số rằng tác động của nội dung ngắn là tức thì. Đây là khái niệm độc đáo xuất hiện trong dữ liệu và cần đffợc xem xét nhff một thành phần lý thuyết mới trong mô hình tổng thể. Mức độ bão hòa lý thuyết: Chủ đề này xuất hiện ở 6/23 ngffời tham gia

— chffả đạt bão hòa, cần tiếp tục thu thập dữ liệu.

P21 (Line 79) provides evidence of delayed purchase influence: viewer purchases product 3 weeks after watching, at a physical retail point, and directly attributes the decision to the video. This challenges the assumption that short-form content exerts immediate impact. Novel concept requiring consideration as a new theoretical component. Theoretical saturation status: Appears in 6/23 participants — not yet saturated, continued data collection needed.

Nhất quán mã hóa (Coding Consistency)

Tất cả các quyết định mã hóa được ghi lại trong Memo đính kèm với mỗi node trong NVivo 14. Sau mỗi 5 cuộc phỏng vấn, bảng mã hóa được xem xét lại để đảm bảo tính nhất quán. All coding decisions are documented in memos attached to each NVivo 14 node. After every 5 interviews, the coding sheet is reviewed to ensure consistency.

Kiểm tra bão hòa (Saturation Monitoring)

Số lượng mã mới xuất hiện được theo dõi sau mỗi vòng mã hóa. Bão hòa lý thuyết được xác nhận khi ba vòng liên tiếp không phát sinh node mới ở bậc Parent. New code emergence is tracked after each coding round. Theoretical saturation is confirmed when three consecutive rounds yield no new Parent-level nodes.

Phân tích trường hợp phủ nhận (Negative Case Analysis)

Các hàng được đánh dấu (*) trong bảng là trường hợp phủ nhận — dữ liệu mâu thuẫn với xu hướng chính. Mỗi trường hợp phủ nhận được ghi chú chi tiết và tích hợp vào quá trình xây dựng lý thuyết. Rows marked (*) are negative cases — data that contradicts the dominant pattern and must be integrated into theory building.

Kiểm tra bản ghi (Member Checking)

Sau khi hoàn tất mã hóa bậc 1, tóm tắt chủ đề được gửi lại cho 5-7 người tham gia để xác nhận tính chính xác của cách diễn giải. After first-order coding, thematic summaries are returned to 5-7 participants for confirmation of interpretive accuracy.

Tài liệu tham khảo / References: Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. *Organizational Research Methods*, 16(1), 15–31. <https://doi.org/10.1177/1094428112452151> | Bazeley, P., & Jackson, K. (2013). *Qualitative data analysis with NVivo* (2nd ed.). Sage. | Lumivero. (2023). NVivo 14 [Computer software]. <https://lumivero.com>

APPENDIX E: Questionnaire

Dear Participant,

My name is Kim Anh Dao, and I am a PhD student at Tomas Bata University in Zlín, Czech Republic. I am conducting a study that examines the effects of product placement in short videos on brand image. You are kindly invited to take part in this research by completing a short questionnaire. Participation is voluntary, and the questionnaire is anonymous all responses will be treated with strict confidentiality and analyzed only at the aggregate level. The collected data will be used solely for academic purposes.

Your contribution is highly valuable, and I truly appreciate your cooperation.

If you have any questions or require further information about this study, please do not hesitate to contact me.

Thank you very much for your time and support.

Sincerely,

Kim Anh Dao

PhD Student, Tomas Bata University in Zlín

Kính gửi người tham gia,

Tôi tên là Kim Anh Đào, hiện đang là nghiên cứu sinh Tiến sĩ tại Đại học Tomas Bata ở Zlín, Cộng hòa Séc. Tôi đang thực hiện một nghiên cứu nhằm đánh giá tác động của việc lồng ghép sản phẩm trong các video ngắn lên hình ảnh thương hiệu. Bạn vui lòng tham gia nghiên cứu này bằng cách hoàn thành bảng câu hỏi ngắn. Việc tham gia là tự nguyện và bảng câu hỏi được ẩn danh. Mọi câu trả lời sẽ được bảo mật tuyệt đối và chỉ được phân tích ở cấp độ tổng hợp. Dữ liệu thu thập được sẽ chỉ được sử dụng cho mục đích học thuật. Đóng góp của bạn rất có giá trị và tôi thực sự trân trọng sự hợp tác của bạn. Nếu bạn có bất kỳ câu hỏi nào hoặc cần thêm thông tin về nghiên cứu này, xin vui lòng liên hệ với tôi.

Cảm ơn bạn rất nhiều vì đã dành thời gian và sự hỗ trợ.

Dear Participant,

- Thank you for taking the time to participate in this survey on social media. I sincerely appreciate your involvement.
- To help us match your responses across different parts of the study, we kindly ask you to provide your email address. Please be assured that your information will remain confidential and will only be used for research purposes.

Kính gửi Người tham gia,

- Cảm ơn bạn đã dành thời gian tham gia khảo sát này trên mạng xã hội. Tôi chân thành cảm ơn sự tham gia của bạn.
- Để giúp chúng tôi so sánh câu trả lời của bạn giữa các phần khác nhau của nghiên cứu, vui lòng cung cấp địa chỉ email của bạn. Xin hãy yên tâm rằng thông tin của bạn sẽ được bảo mật và chỉ được sử dụng cho mục đích nghiên cứu.

Section 1: Screening section

Phần 1: Phần sàng lọc

Question 1: Do you ever watch any short video online?

Câu hỏi 1: Bạn có bao giờ xem video ngắn trực tuyến không?

☐ Yes
Có

☐ No
Không

Question 2: Are you 18 years old or above

Câu hỏi 2: Bạn đã đủ 18 tuổi chưa?

☐ Yes
Có

☐ No
Không

Question 3: How many days per weeks do you usually watch short video in the past month ?

Câu hỏi 3: Trong tháng qua, bạn thường xem video ngắn bao nhiêu ngày mỗi tuần?

☐ 1 to 2 days
1 đến 2 ngày

☐ 3 to 4 days
3 đến 4 ngày

☐ 2 to 3 days
2 đến 3 ngày

☐ above 5 days
trên 5 ngày

Question 4: Please provide your email address.

Question 4: Please provide your email address.

My email is:

Email của tôi là:

Section 2: Demographic

Phần 2: Nhân khẩu học

Gender (Giới tính)

☐ Male
Nam

☐ Female
Nữ

Age (Tuổi)

☐ 18-25

☐ 26-35

☐ 36-49

☐ 50-65

Education (Trình độ học vấn)

☐ High school (Trung học phổ thông)

☐ Undergraduate (Đại học)

☐ Postgraduate (Sau đại học)

Number of hours using social media (to watch short video/ reels per day)

Số giờ sử dụng mạng xã hội (để xem video ngắn/video ngắn mỗi ngày)

☐ <30mins (ít hơn 30 phút)

☐ 30mins to 1 hours (30 phút đến 1 giờ)

☐ 1hour to 2 hours (1 giờ đến 2 giờ)

☐ More than 3 hours (Hơn 3 giờ)

Watched short video/reels from (Đã xem video ngắn từ)

☐ Facebook

☐ Twister

☐ YouTube Shorts

☐ Instagram

☐ TikTok

Watching short video clip/reel has become into a regular daily for me

.Việc xem các đoạn video clip/video ngắn đã trở thành thói quen thường ngày của tôi.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
		Disagree Không đồng ý	Neutral Trung lập	Agree Đồng ý		

Before answering the following questions, please take a moment to recall any short video(s) you have watched that included product placement (for example, a product shown or mentioned as part of the storyline). Think about how the product appeared within the video and how it was connected to the story. Then, answer the questions below based on your memory of that experience.

Trước khi trả lời các câu hỏi sau, vui lòng dành chút thời gian để nhớ lại bất kỳ video ngắn nào bạn đã xem có chèn sản phẩm (ví dụ: sản phẩm được hiển thị hoặc nhắc đến như một phần của cốt truyện). Hãy nghĩ về cách sản phẩm xuất hiện trong video và cách nó kết nối với câu chuyện. Sau đó, hãy trả lời các câu hỏi bên dưới dựa trên ký ức của bạn về trải nghiệm đó.

Section 3: Product Placement and Perceived usefulness

Phần 3: Vị trí sản phẩm và tính hữu ích được nhận thức

Product relevance (Mức độ phù hợp của sản phẩm)

I think the product fits within the story well.

Tôi nghĩ sản phẩm này rất phù hợp với câu chuyện.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
		Disagree	Neutral	Agree		
		Không đồng ý	Trung lập	Đồng ý		

I think it made sense to have the product included in the story.

Tôi nghĩ việc đưa sản phẩm vào câu chuyện là hợp lý.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
		Disagree	Neutral	Agree		
		Không đồng ý	Trung lập	Đồng ý		

I feel the inclusion of the product in the story was appropriate.

Tôi cảm thấy việc đưa sản phẩm vào câu chuyện là phù hợp.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
		Disagree	Neutral	Agree		
		Không đồng ý	Trung lập	Đồng ý		

Emotional Appeal (*Sức hấp dẫn cảm xúc*)

After seeing the short video, I had intense feelings.
Sau khi xem đoạn video ngắn, tôi có những cảm xúc mãnh liệt

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

I was emotionally attracted by the key message of the short video.
Tôi bị thu hút bởi thông điệp chính của đoạn video ngắn.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

The emotional aspect of this ad leads me to like the short video
Khía cạnh cảm xúc của quảng cáo này khiến tôi thích đoạn video ngắn này.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

Product influencer Fit (*Mức độ ăn khớp giữa sản phẩm và người ảnh hưởng*)

The pairing of the influencer with the product is natural.
Sự kết hợp giữa người có sức ảnh hưởng và sản phẩm tự nhiên.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

The product's image matches well with the image of the influencer.
Hình ảnh của sản phẩm phù hợp với hình ảnh của người có sức ảnh hưởng.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

The product is highly appropriate for the influencer.
Sản phẩm rất phù hợp với người có sức ảnh hưởng.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

Trustworthiness (Tính đáng tin cậy)

The short video is sincere.
Video ngắn chân thành.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

The short video is persuasive.
Video ngắn có sức thuyết phục.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

The short video is reliable
Video ngắn đáng tin cậy

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

Influencer Popularity (Sự nổi tiếng của người có ảnh hưởng)

The influencer is famous.
Người có sức ảnh hưởng rất nổi tiếng.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

The influencer has a lot of followers.
Người có sức ảnh hưởng có rất nhiều người theo dõi.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

The popularity of influencer is increasing.
Độ phổ biến của người có sức ảnh hưởng đang ngày càng tăng.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

The influencer video has a lot of comments under each published video.
Video của người có sức ảnh hưởng có rất nhiều bình luận dưới mỗi video được đăng tải.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

Perceived usefulness (*Nhận thức về tính hữu ích*)

The information provided by the influencer in short video is valuable.
Thông tin do người có sức ảnh hưởng cung cấp trong video ngắn rất có giá trị.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

The information provided by the influencer in short video is informative.
Thông tin do người ảnh hưởng cung cấp trong video ngắn mang tính cung cấp kiến thức

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

The information provided by the influencer in short video is helpful.
Thông tin do người có sức ảnh hưởng cung cấp trong video ngắn rất hữu ích.

	1	2	3	4	5	
Strongly disagree Rất không đồng ý	☐	☐	☐	☐	☐	Strongly agree Rất đồng ý
	Disagree Không đồng ý		Neutral Trung lập	Agree Đồng ý		

Section 4: Ad Adoption

Phần 4: Sự chấp nhận quảng cáo

I agree with the information in the short video.

Tôi đồng ý với thông tin trong video ngắn.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
		Disagree	Neutral	Agree		
		Không đồng ý	Trung lập	Đồng ý		

I rely on that information in the short video advert for future purchase.

Tôi dựa vào thông tin trong video quảng cáo ngắn đó để mua hàng trong tương lai.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
		Disagree	Neutral	Agree		
		Không đồng ý	Trung lập	Đồng ý		

Section 5: Social media influence

Phần 4: Ảnh hưởng của mạng xã hội

The most products recommended in the short-video platform are accepted and like by the majority of users, so I will also accept.

Hầu hết các sản phẩm được đề xuất trên nền tảng video ngắn đều được đa số người dùng chấp nhận và yêu thích, vì vậy tôi cũng sẽ chấp nhận.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
		Disagree	Neutral	Agree		
		Không đồng ý	Trung lập	Đồng ý		

I will follow the views of other viewers (comments by viewers) to accept the product in this ad.

Tôi sẽ theo dõi quan điểm của những người xem khác (bình luận của người xem) để chấp nhận sản phẩm trong quảng cáo này.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
		Disagree	Neutral	Agree		
		Không đồng ý	Trung lập	Đồng ý		

Section 6: Brand familiarity

Phần 6: Sự quen thuộc của thương hiệu

I know well the brand of this influencer recommendation.

Tôi biết rõ thương hiệu của lời giới thiệu từ người có sức ảnh hưởng này.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
	Disagree		Neutral	Agree		
	Không đồng ý		Trung lập	Đồng ý		

I am very familiar with the brand of this influencer recommendation.
Tôi rất quen thuộc với thương hiệu của lời giới thiệu từ người có sức ảnh hưởng này.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
	Disagree		Neutral	Agree		
	Không đồng ý		Trung lập	Đồng ý		

Section 7: Brand Image

Phần 6: Hình ảnh thương hiệu

I think that this brand is friendly.
Tôi nghĩ thương hiệu này thân thiện.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
	Disagree		Neutral	Agree		
	Không đồng ý		Trung lập	Đồng ý		

I think that this brand is modern.
Tôi nghĩ thương hiệu này hiện đại.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
	Disagree		Neutral	Agree		
	Không đồng ý		Trung lập	Đồng ý		

I think that this brand is useful.
Tôi nghĩ thương hiệu này hữu ích.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
	Disagree		Neutral	Agree		
	Không đồng ý		Trung lập	Đồng ý		

I think that this brand is popular
Tôi nghĩ thương hiệu này phổ biến.

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree
Rất không đồng ý						Rất đồng ý
	Disagree		Neutral	Agree		
	Không đồng ý		Trung lập	Đồng ý		

Thank you for your participation

LIST OF CURRENT PUBLICATIONS

❖ Journal Publications:

1. **Kim, A. D.**, Hung, T. P., Pilík, M., & Hoang, S. (2025). From screen to cart: Unpacking the moderating role of sale proneness in product placement-driven impulse buying. *Services Marketing Quarterly*. Advance online publication.
<https://doi.org/10.1080/15332969.2025.2517003>
2. Blahova, M., Kwarteng, M. A., **Dao, K. A.**, Palka, P., & Ntsiful, A. (2025). Mapping two decades of performance management and Balanced Scorecard research (2004–2024): Trends, gaps, and emerging directions. *Transformations in Business & Economics*, 24.
3. Přemysl, P., Blahová, M., **Dao, K. A.**, Kwarteng, M. A., & Ntsiful, A. (2025). Business valuation unveiled: A 40-year bibliometric perspective on trends and transformation. *Journal of Competitiveness*, 17(3).
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Examining the effect of short product placement videos on brand image: A three-way interaction model

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Model třístranné interakce

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