THAIS' ATTITUDE TOWARDS PRODUCT PLACEMENT IN GAMING STREAMERS ON YOUTUBE

Mr. Jiraphat Jirappapa

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

An Independent Study Submitted in Partial Fulfillment of the
Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic
Communication Management
Common Course
FACULTY OF COMMUNICATION ARTS
Chulalongkorn University
Academic Year 2021
Copyright of Chulalongkorn University

ทัศนคติต่อกลยุทธ์การวางตราสินค้าในเกมมิ่งสตรีมเมอร์บนยูทูป

นายจิรภัทร จิรัปปภา

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญานิเทศศาสตรมหาบัณฑิต
สาขาวิชาการจัดการการสื่อสารเชิงกลยุทธ์ ไม่สังกัดภาควิชา/เทียบเท่า
คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
ปีการศึกษา 2564

Independent Study Title	THAIS' ATTITUDE TOWARDS PRODUCT PLACEMENT IN GAMING STREAMERS ON YOUTUBE
By	Mr. Jiraphat Jirappapa
Field of Study	Strategic Communication Management
Thesis Advisor	Assistant Professor Dr. Pavel Slutsky

Accepted by the FACULTY OF COMMUNICATION ARTS, Chulalongkorn University in Partial Fulfillment of the Requirement for the Master of Arts (Communication Arts)

INDEPENDENT STUDY COMMITTEE

.... Chairman
(Dr. Jessada Salathong)

.... Advisor
(Assistant Professor Dr. Pavel Slutsky)

.... Examiner
(Dr. SER SHAW HONG)

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

จิรภัทร จิรัปปภา : ทัศนคติต่อกลยุทธ์การวางตราสินค้าในเกมมิ่งสตรีมเมอร์บนยูทูป. (THAIS'
ATTITUDE TOWARDS PRODUCT PLACEMENT IN GAMING
STREAMERS ON YOUTUBE) อ.ที่ปรึกษาหลัก : ผศ. ดร.พาเวล สลัซกี้

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาทัศนคติของคนไทยต่อกลยุทธ์การวางตราสินค้าในเกมมิ่งสตรีมเมอร์บนยูทูบ
และศึกษาความสัมพันธ์ระหว่างกลยุทธ์การวางตราสินค้ากับเกมมิ่งสตรีมเมอร์บนยูทูบ ซึ่งการวิจัยเชิงปริมาณในครั้งนี้ดำเนินการ
ผ่านการจัดทำแบบสอบถามออนไลน์โดยการเก็บข้อมูลรวม 200 ชุดจากกลุ่มตัวอย่างชาวไทยที่มีอายุ 18 ปีขึ้นไปที่พบเห็นกล
ยุทธ์การวางตราสินค้าในช่องของเกมมิ่งสตรีมเมอร์บนยูทูบ

ผลของการวิจัยแสดงให้เห็นว่า ทัศนคติของกลุ่มตัวอย่างที่มีต่อกลยุทธ์การวางตราสินค้าในเกมมิ่งสตรีมเมอร์บนยู
ทูบ ซึ่งถูกแบ่งออกเป็นกลยุทธ์การรวมสินค้าและกลยุทธ์การโฆษณาแบบวิดีโอ มีประสิทธิภาพที่แตกต่างกัน กลุ่มตัวอย่างมี
ทัศนคติโดยรวมที่ค่อนข้างดีต่อกลยุทธ์การรวมสินค้า $(M = 3.65)$ โดยที่ความเชื่อมโยงระหว่างกลยุทธ์การรวมสินค้ากับ
ลักษณะเฉพาะของเกมมิ่งสตรีมเมอร์มีผลต่อทัศนคติเชิงบวกต่อกลยุทธ์การรวมสินค้ามากที่สุด $(M = 3.97)$ และความทุ่มเท
ที่จะติดตามสินค้าที่โฆษณาด้วยกลยุทธ์การรวมสินค้ามีผลต่อทัศนคติเชิงบวกต่อกลยุทธ์การรวมสินค้าน้อยที่สุด $(M = 3.32)$
ในทางตรงกันข้าม กลุ่มตัวอย่างมีทัศนคติโดยรวมที่ไม่ดีต่อการโฆษณาแบบวิดีโอ $(M = 2.52)$ โดยที่ความบันเทิงที่สตรีมเม
อร์มอบให้แก่ผู้ชมในรูปแบบการโฆษณาด้วยวิดีโอมีผลต่อทัศนคติเชิงลบน้อยที่สุด $(M = 2.61)$ และรูปแบบการโฆษณา
แบบวิดีโอที่ไม่รบกวนการรับชมมีผลต่อทัศนคติเชิงลบมากที่สุด $(M = 2.39)$ และการวิจัยนี้ได้ยืนยันความสัมพันธ์ระหว่าง
ทัศนคติของกลุ่มตัวอย่างที่มีต่อกลยุทธ์การรวมสินค้ากับช่องของเกมมิ่งสตรีมเมอร์บนยูทูบ $(r = -0.15)$ รวมถึงความสัมพันธ์
ระหว่างทัศนคติของกลุ่มตัวอย่างที่มีต่อกลยุทธ์การโฆษณาแบบวิดีโอกับช่องของเกมมิ่งสตรีมเมอร์บนยูทูบ $(r = -0.07)$

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

| สาขาวิชา | การจัดการการสื่อสารเชิงกลยุทธ์ | ลายมือชื่อนิสิต .... |
| ปีการศึกษา | 2564 | ลายมือชื่อ อ.ที่ปรึกษาหลัก .... |

6388002228 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT
KEYWOR
D:

Jiraphat Jirappapa : THAIS' ATTITUDE TOWARDS PRODUCT PLACEMENT IN GAMING STREAMERS ON YOUTUBE. Advisor: Asst. Prof. Dr. Pavel Slutsky

This research aims to explore the attitude of Thai people towards product placement in gaming streamers on Youtube. The research explores the relationship between Thais' attitudes towards product placement and gaming streamers on Youtube. This quantitative research was conducted through an online survey which collected data from 200 Thai respondents, aged above 18 years old who noticed product placement in gaming streamers' channel on Youtube.

The results from the study reveals that respondents' attitudes towards product placement in gaming streamers on Youtube, categorized into product integration and video advertisement , result differently based on the categorization of product placement. Respondents had a moderate satisfaction towards using product integration in gaming streamers on Youtube (M = 3.65). In addition, respondents agreed that they find connection of product integration content to personality traits of streamers to be the most prioritized factors for the positive attitude (M = 3.97). On the contrary, respondents were not satisfied by using a video advertisement in gaming streamers on Youtube (M = 2.52). Respondents also agreed that entertainment provided by gaming streamers when running a video advertisement contributes as the least factor to give negative attitude (M = 2.61), while non-interruption ads provided by streamers when running a video advertisement were the factor with the most contribution to give negative attitude (M = 2.39). The results of this research also confirmed that there is a very low negative correlation (r = -0.15) between respondents' attitudes towards product integration and gaming streamers on Youtube, and a very low negative correlation (r = -0.07) between respondents' attitudes towards a video advertisement and gaming streamers on Youtube.
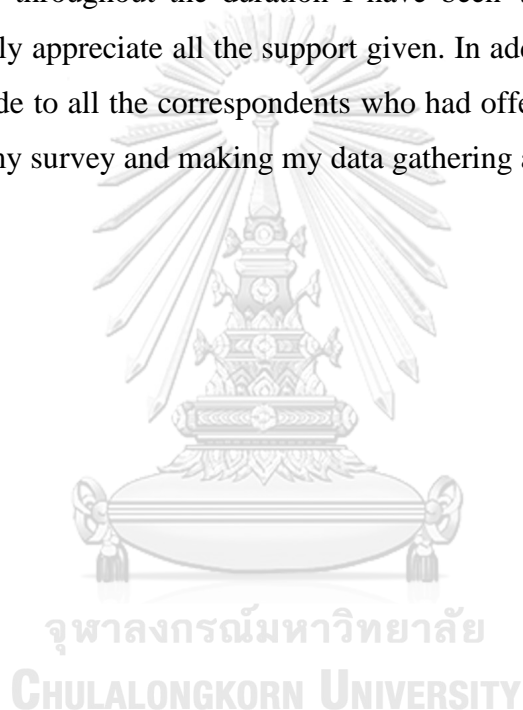
Field of Study:	Strategic Communication Management	Student's Signature ....
Academic Year:	2021	Advisor's Signature ....

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

LIST OF TABLES

Page

CHAPTER 1

INTRODUCTION

1.1 Significance of the study

Reported by datareportal (2021), Thailand had a population of 69.88 million in January 2021. The significance of the internet to Thai people is represented with the increasing numbers of internet users in Thailand each year. There were 48.59 million internet users, which increased by 3.4 million (+7.4%) between 2020 and 2021. Moreover, Youtube ranked 1st in terms of the most used social media platforms in Thailand in 2021. This emphasized how important the study of Thais' attitude towards product placement in gaming streamers on Youtube will contribute in applying marketing communication strategy on online advertisement.

Nowadays, lifestyles of Thai people are tied to the use of digital media for entertainment purposes, especially to the gaming industry. One of the most dominant digital media for Thai people is a gaming streamer' channel on Youtube. This leads to more online advertising strategy in digital media, which could result in different outcomes when appearing in online platforms, especially in the gaming industry.

Gaming industry has become one of the biggest markets in the digital era. Regina Tsvyrova, Chief Operating Officer at HypeFactory, an influencer marketing agency company, stated that the gaming industry had come a long way over the last few decades (2020). It was once a niche hobby, enjoyed by small communities at a certain time, but now has grown into a global phenomenon with an industry value of more than

$150 billion." The importance of the gaming industry to the communication field has also risen due to this fact as well. Since the demand of the market in the gaming industry has been rising, it requires the communication strategy to come along with the rise of competition in the market as well, and one way of doing this is applying online advertising as the way to communicate with gamers/consumers.

Techopedia (2018, April 30) stated that "online advertisement is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers". Online advertising is geared toward defining markets through unique and useful applications. The importance of the internet with the marketing communication strategy is significant the same way as described by Technopedia since being the medium to obtain information in website traffic is one of the best ways to retrieve information in this era. This applies to the gaming industry as well since gaming industry and internet connection are related to each other in a way. Gamers or gaming customers nowadays have to rely on the use of the internet as a medium to help them with actions related to the gaming industry. For example, using the internet to seek for gaming information from helping their purchase intention to reaching gaming communities they want to are commonly seen as what many gamers and gaming customers would do in 2021. Kubix Digital has also mentioned that the benefits of Youtube for brands are highly supportive to business on online platforms. It can increase sales, create traffic in online platforms for brands, and build more awareness for brands.

Therefore, we could say that for the gaming industry, online advertising is playing an important role as both marketing and communication strategies for competitiveness in the gaming industry.

When we talk about the gaming community in 2021, one of the most popular platforms for being the gathering point for people in the gaming industry is social media platforms. Maya Dollarhide (2021, August 31) stated in the understanding of social media that "Social media originated as a way to interact with friends and family but was later adopted by businesses that wanted to take advantage of a popular new communication method to reach out to customers". According to the statement, this is true for the gaming industry as well. Currently, not only social media for gaming communities is the way for their interactions with each other in the communities, it is becoming the place for businesses that want to take their opportunities to gain engagement from gaming communities as well. Looprmarketing (2021) named 5 best social platforms and gaming communities to be Twitch, Twitter, Youtube, Facebook, and Discord. While 5 of them have their different focus on the purpose for gaming communities, Youtube, which is the main focus of this study, has an interesting focus on its purpose for online advertising as well.

Based on Looprmarketing (2021), Youtube had gaming viewers' views for more than 50 billion hours of gaming videos in 2018. The perks of using Youtube as a platform to advertise gaming brands is that it can use ad targeting to specify their target audience easier than other social media platforms for gaming communities. This is good for gaming streamers and brands to perform online advertising for their channels or brands as well since reaching the right target can result in better performance of promoting their products. Hence, many brands are choosing Youtube as a social media platform to reach targets in the gaming industry nowadays for this advantage Youtube has.

Youtube provides the space for gaming streamers to perform their gaming performance to their gaming communities. In the study of "Streamers: the new wave of digital entrepreneurship? Extant corpus and research agenda" by Maria Törhönen and groups (2021), the definition stated that "online streamers can interact with viewers via various objects like audio, video, and text, and they attract a large scale of viewers by singing, chatting or shout-wheat. In return, every viewer can purchase and send virtual gifts during the live process, which is one of the most important business models in these live streaming platforms." (Tu et al., 2018). These interactions between gaming streamers and game viewers also applied on Youtube platforms as well. Gaming streamers would interact with their viewers through various kinds of performances in their channels. They will attract their viewers through their gaming-related actions and receive the feedback such as engagement, comments, or donations from viewers in return. This two-way communication is the opportunity for gaming streamers and brands to insert the online advertising along with the opportunity, which will lead to the importance of one popular way to do online advertising, product placement, the scope of study in this research.

Thomas Olejar (2016) stated that online advertisements consist of various kinds of tactics, and it has a wide range of categorization to be specified. In Youtube platform, product placement is one popular way to do online advertisements. Thomas also categorized product placement into various forms, which in Youtube, two most significant categories that are commonly seen are product integration and running a video advertisement. Product integration can be summarized to the way gaming streamers provide advertisements by making content of their own to do advertisements for promotional brands during the show in their channels, while running a video

advertisement refers to the way gaming streamers insert video advertisements of the promotional brand during the show in their channels. Both kinds of product placement are the same in the way it is considered as product placement, but the result could vary depending on the type of them as well.

Therefore, studying Thais' attitudes towards product placement in gaming streamers on Youtube could get into a better understanding of Thais' behavior on digital marketing, resulting in better analysis on the digital marketing for gaming industry and other relevant business. Beginning with the context of Thai society, which in 2021 is currently having a domination of Youtube for the gaming industry will be a good contributor to the understanding of viewers' attitudes towards the use of product placement as an effective way of online advertising in the digital era.

1.2 Research Objectives

1. To explain the relationship between product placement in gaming streamers' channels

2. To explore Thais' attitudes towards product placement in gaming streamers' channels

1.3 Research Questions

1. What is the relationship between Thais' attitude to product placement in gaming streamers' channels on Youtube and the characteristic of gaming streamers on Youtube?

2. What are the factors that lessen the engagement of Thai people with product placement in gaming streamers' channels on Youtube?

1.4 Hypothesis

1. Thais' attitudes on product placement in gaming streamers' channels on Youtube has a positive relationship with the characteristics of gaming streamers on Youtube.

2. Providing product placement in gaming streamers' channels on Youtube has a negative relationship towards Thais' engagement.

1.5 Proposed Methodologies

The research will be conducted with non-probability sampling through the purposive sampling, choosing only people in Thailand at the range age between 18-40 years old that follow gaming streamers on Youtube for more than 3 three months at least in order to reach the objectives of the research. The researcher will use the online questionnaire to collect the from various channels, which are

1. Requesting gaming streamers for the co-operation in spreading the online questionnaire to their channels

2. Spreading the online questionnaire to the target groups using the snowball method.

1.6 Scope of Study

The research was conducted in Thailand, focusing on Thai samples in the study to explore the attitude towards product placement in gaming streamers' channels on Youtube. Only product placement used in gaming streamers' channels on Youtube were categorized into product integration and running a video advertisement to study the attitude of the respondents towards product placement in gaming streamers' channels on Youtube. The data was collected during July 20 - October 20, 2021.

1.7 Key Concepts

<u>Online streamer</u> refers to a person who broadcasts themselves online through a live stream or prerecorded video. Genres include playing video games, tutorials, or solo chats.

<u>Product Placement</u> refers to how the brand pays for the product inclusion in the show (in this case video/live streaming) to perform the advertisement.

<u>Characteristics of streamers</u> refers to the definition borrowed from the study of "Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv". Characteristics in this case can be categorized into three terms: personality traits of streamers, professionalism/skill level, social affordance.

1.8 Expected benefits

This study aims to explore Thais' attitude towards product placement in gaming streamers on Youtube and what's the relationship between them. And this study was expected to provide useful knowledge, suggestion, and observation in the correlation among Thais' demographic, product placement, and gaming streamers, which could further help in understanding the communication strategy of using product placement with gaming streamers in Youtube platform.

CHAPTER 2

LITERATURE REVIEW

2.1 Gaming industry

Collins dictionary (2021) has stated that a game is an activity or sport usually involving skill, knowledge, or chance, in which the individual will follow instructed rules and try to win against an opponent or to solve a puzzle (2021). The importance of the game, especially in the online platform in the current era is that it is one of the most popular entertainment activities for people in this generation. People are spending more time to prove their skills, knowledge, or chance that they could overcome the simultaneous circumstance against each other as a way of entertainment.

Regina Tsvyrova, Chief Operating Officer at HypeFactory (2020), stated that "especially with younger generations, the increase of the popularity in the gaming industry relies on the younger generation's favourite online personalities and social media stars for product and lifestyle recommendations. Hypefactor also emphasized that brands can enjoy impressive results through influencer partnerships, building awareness, and demand for their products and services. Tsvyrova also added that it's easy to see why the status of influencers are rising daily for this reason."

In Asian region, esports influencers are more competitive in their own Asian arena (Matthew, 2019). More marketers in Asia are tapping esports influencers whose interaction with massive online communities comes more naturally than traditional sports influencers.

There are over 227 million esports viewers in APAC, and with those massive online audiences, esports players are fast becoming the new rock stars and sporting heroes. With millions of generation Z fans, it's not hard to see why, for marketers, esports influencers offer compelling appeal. Sensing the scale of the opportunity – especially in Southeast Asia which is now the fastest growing esports region globally – earlier this year, Ampverse, a new media company representing leading gaming & esports talent opened with offices in Singapore and Thailand.

It is noticeable that the gaming industry is now having more impact in South East Asia as well. In Singapore and Thailand, esports influencers can provide opportunities for brands to partner with the influencer, ranging from brands to partner with gaming influencers creating branded content to incorporate product placement into their live streams (Baillie, 2019). To specify, gaming influencers are now becoming one important element in supporting the gaming industry, especially when it comes to brand inclusion. Baillie (2019) mentioned "the opportunities for brands to partner with this talent range from gaming influencers creating branded content which are syndicated to their online fanbase, to incorporating product placement into their live streams – both of which are simple and cost-efficient starting points." Some of the world's top consumer brands are already exploring these avenues taking esports just as seriously as they do traditional sports, launching sponsorship deals with events, teams, and players; for example, this year Nike signed a four-year partnership with the Chinese Tencent League of Legends Pro League to outfit the teams and sell team merch (Baillie, 2019). Nike previously collaborated with League of Legends player Jian "Uzi" Zihao for an ad campaign last year that also starred LeBron James (see mini-documentary

below). Meanwhile, Nike's local competitor in China, Li Ning, outfits the Newbie esports team (Baillie, 2019).

In regards to the importance of the gaming industry mentioned above, the researcher decided to scope this study into the gaming industry context. With more domination of the gaming industry in 2021, it is expected that the result found in this study will be beneficial to gaming streamers and advertisers to increase their sales and engagement from viewers on Youtube. The findings from this study will be discussed whether it is beneficial to the gaming industry like how the brands are now tying themselves into gaming products more and more in this decade.

2.2 Youtube

YouTube, in 2021, is an online video sharing platform and also social media platform from America. In 2021, Youtube is the world's second most used social media platform. Semrush blog stated that besides Google, YouTube is also the most visited website in the world, with more than one billion monthly users. Youtube users contribute to the views on the platform for more than one billion hours of videos each day (Christos, 2017). In May 2019, the estimation stated that videos were being uploaded at a rate of more than 500 hours of content per minute (James, 2019).

In October 2006, Google bought YouTube for $1.65 billion. The business model has also been changed by Google's ownership of YouTube. In this case, it makes them no longer gain revenue from only advertisements. YouTube includes paid, which are movies and certain exclusive content. Approved creators and also YouTube enroll in Google's AdSense program, which benefits more revenue for both institutions. The evolution has gone from a micro video streaming platform to a macro influencing

popular culture providing service, internet trends, and introducing multimillionaire celebrities. Reported in 2020, YouTube reported revenues of $19.8 billion.

The study of "Impact of Youtube Influencers on Consumers' Buying Behavior of the Gadgets" summarized the definition of YouTube, for a platform, keeps on growing, while marketers continue seeking better ways to integrate the brands with higher profile YouTubers in the aspects of counting subscriber to influencing the potential target audience. Because the YouTubers' interactions with their subscribers are continuous, the platform is considerable as a highly convenient market. YouTube is now being seen as a revenue generating platform for both of the mentioned companies and YouTubers. For benefits, the companies are entering into social media platforms, and also, YouTubers are generating extra revenue from the companies with which they tie up. It is significant to look more into social media and specifically YouTube. YouTube can easily provide benefits to the marketers, and also YouTubers as well as consumers.

2.3 Thai People and Youtube

The study bases the significance of the study and its scope to use Youtube as a main focus with the data reported by datareportal about Thai people and internet use. Reported by datareportal (2021), there were 48.59 million internet users, which increased by 3.4 million (+7.4%) between 2020 and 2021. Moreover, Youtube ranked 1st in terms of the most used social media platforms in Thailand in 2021.

With the use of this data, it explains the significance of the study to online advertising in 2021 by using marketing communication strategies like product placement to promote brands in gaming streamers on Youtube. In addition, the

researcher would like to discuss more whether both forms of product placement will be beneficial to Thai people on Youtube or not. The findings in this study will help gaining more insight to the attitude of Thai people towards product placement in gaming streamers on Youtube.

2.4 Online advertisements in Youtube and Product Placement

Thomas Olejar (2016) stated that online advertisements consist of various kinds of tactics, and it has a wide range of categorization to be specified. Kubix Digital has mentioned that the benefits of Youtube for brands are highly supportive to business on online platforms. It can increase sales, create traffic in online platforms for brands,and build more awareness for brands.

According to Thomas Olejar (2016), in Youtube platform, product placement is one popular way to do online advertisements. Product Placement in Youtube platform can also be categorized in the usual definition of product placement in other platforms: Branded Entertainment in Youtube platform refers to how an individual arranges the show (in this case video/live streaming) to perform the advertisement. For example, advertising the online top-up shop by performing content regarding in-game purchase video is considered branded entertainment.

Product integration in Youtube platform refers to how an individual includes the advertised products in the show (in this case video/live streaming) as a key to solve the solution. For example, gaming influencer can use gaming gear keyboard, joy, etc. in their content to show how supportive these gadgets are to their online content.

Running a video advertisement in Youtube platform refers to how an individual includes the advertising video directly in the channel. For example, inserting Youtube advertisements in the video/livestream can be considered running video advertisements.

Paid product placement in Youtube platform refers to how the brand pays for the product inclusion in the show (in this case video/live streaming) to perform the advertisement. For example, making the gaming-influencer mention the brand directly in their channels can be considered paid product placement.

Organic product placement in Youtube platform refers to how a product/service appears in the show (in this case video/live streaming), but is not mentioned or called out by name directly. For example, placing the products from a brand by the side of gaming influencers without them mentioning about the product can be considered organic product placement.

Overall, they are all quite different and result differently in its use, depending on the type of gaming-influencer's channel, their audiences, and the brand's budget issue. For example, running a video advertisement is one of the most familiar ways that most brands come up with wanting to advertise in Youtube channels, but it could cost much more compared to paying for paid product placement or organic product placement. Comment feedback in the community mentioned that small channels that include too many paid product placement or organic product placement in their video could result in lesser viewers because of the disturbance in video watching experience.

In this research, the execution involves adopting the definition of the product placement and categorizing the type of product placement in Youtube into two

categories: product integration and running a video advertisement. This is due to two major ways of doing product placement in gaming streamers on Youtube in 2021, either gaming streamers create content of their own through the use of their characteristics and actions to promote promotional brands or they insert the video from promotional brands. These two ways are most commonly seen, so the researcher will scope the study into the categorization of these two types of product placement.

2.4.1 Reaction to the advertisement in Online Users

According to the research "Subsequent Reaction to Online Advertisement Disturbance" done by Jane Lu Hsu and Jia-Hsiang Pann, they categorized the element of how people react to the advertisement into two ways, attitudes towards advertising and information searching behavior

Jane Lu Hsu and groups (2017, September) stated that in online platforms, the attitude of people is different from other traditional platforms because of the characteristics of the internet that connect all people altogether in an instant pace. It is on the consideration whether advertising on the internet is more effective compared to other platforms due to the struggling of methods to evaluate the result. Clicking On the online advertisements is one way of the evaluation, but clicking does not inform well of how users have received the messages in the advertisements or not. The influence of online advertising in purchasing decisions will also take place in this effect as well in this case.

Attitudes toward online advertising have specific impacts on consumer behavior. Consumers' usage of online advertising would be influenced by their attitudes. In addition, positive attitudes toward online advertisements are going to

generate subsequent purchasing behavior. Consumers' attitudes toward advertisements of personally favored products or brands are linked to the attitudes toward advertisements in general. Consumers with favorable attitudes toward general advertisements may find particular advertisements of interests relatively acceptable, informative, or enjoyable. Informative or humorous advertisements were recognized as less intrusive. Certain characteristics, informativeness or annoyance of advertisements influence consumer attitudes toward the advertisements during searching processes.

The researcher wants to adopt the findings of this research on how they found positive attitudes toward online advertisements will result in generating subsequent purchasing behavior. This will be evidence to ensure the finding of the study that with positive attitude towards product placement in gaming streamers, advertisers can be ensured that applying product placement as a communication strategy will be effective/ineffective for their brands. Also, the difference between two kinds of product placement could also result in different outcomes, so it will also be discussed later as well depending on the result.

Overall, the study of "Subsequent Reaction to Online Advertisement Disturbance" done by Jane Lu Hsu and Jia-Hsiang Pann will help in the discussion on the finding in this study to discuss on the outcome of satisfaction of Thai viewers towards product placement in gaming streamers on Youtube. This will explain how product placement is dominating or diminishing the brands attached to gaming streamers in Youtube platform.

2.5 Gaming Streamers

Online streamers can also refer to the brand collaborations and commercial partnerships occurring in video content as that Vlogger enjoyed public recognition and used the recognition on behalf of a consumer good, service, or brand by appearing with that good, service, or brand in a vlog post (Munnukka et al., 2019).

Also, the study of Streamer Motives and User-Generated Content on Social Live-Streaming Services by Mathilde B. Friedländer furthered the definition that each stream had a specific number of views and was streamed at a specific period in time. It contained user-generated content. The definition also includes how each individual stream was produced by a different streamer or group of streamers. The streamers differed in age, gender, and their subjective motivations for pursuing a social live streaming service.

2.5.1 Gaming streamers: Online Game Live Streaming, UGT and Streamers' Characteristics

Keran Zhao and groups stated in "Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv" that the certain kind of interaction and culture have the effect on the community of gaming industry, since live streaming could provide a kind of performance when it is compared to the traditional game spectatorship (Smith et al., 2013). For live streaming, it also gains the engagement from the sides of investors and researchers.

In addition, various businesses such as electronic equipment and clothing brands are keeping on promoting popular live stream channels to promote their businesses through sponsorship and advertisements on live streamed videos. With viewers mostly gaining engagement through watching the content live streamed by a

professional player, professional players with streaming channels have attracted a variety of sponsors in recent years (Kaytoue et al., 2012). To the best of their knowledge, there are two main streams of research related to the live streaming community: motivation and behavior. Regarding motivation, Keran Zhou and groups have focused on two fundamental questions— particularly, why do users broadcast, and why do people watch live streamed content (Zhao et al., 2020)? To answer one of their research questions, Bründl and Hess (2016) examine data from 543 top streamers and find that the amount of live streamed content is affected by streamers' motives, while the intention to continue live streaming is considered by streamers' social capital. When including the growth of the live streaming community, viewers can also watch more live streamed content from full-time 7 broadcasters as the income of top streamers also increases (Ewalt, 2014). The opportunity to earn a considerable income attracts more users to become streamers. And with another research question, the statement in the live streaming community includes research which focuses on the UGT motives (Katz et al., 1973). UGT provides a framework for deeper understanding of why viewers continuously engage in media content, leading this to the adoption to study the viewer engagement on live streaming platforms (Hilvert-Bruce et al., 2018; Sjöblom and Hamari, 2017). According to the previous study in the space of live streaming, the study states that UGT motives such as tension release, social integration, and affection could influence the viewer's behaviors such as viewing duration, streamer selection, following, and subscription (Sjöblom and Hamari, 2017). Later study points out these factors into eight UGT motivations, such as entertainment, information seeking, social interactions, that would affect the emotional connectedness, time spent, and gifting choice of the viewer (Hilvert-Bruce et al. 2018). Moreover, escapism, sexual curiosity,

viewer interaction, acquiring knowledge about game playing, the novelty of game, and the aggressiveness of players are all also acknowledged to have an influence on the frequency of viewing behavior (Nam and Kwon, 2015; Hamari and Sjöblom, 2017). Additionally, the professionalism of streamers is revealed to be one of the key factors influencing the viewer engagement (Ducheneaut et al., 2007; Bründl and Hess, 2016; Li et al., 2016).

Brought up with the various styles of interaction (e.g., speaking and visual presentation), The challenging level is extremely high for identification of which channels have higher levels of interaction (Zhao et al., 2020). Therefore, the sponsors and platforms can only choose streamers for the promotion based on their viewership, which further intensifies the popularity bias and marginalizes those small 8 streamers who continuously interact with their viewers (Zhao et al., 2020). For this reason, there is a strong need for a quantifiable, comprehensive, and streamer-based framework to help sponsors and platforms understand and target streamers (Zhao et al., 2020). The research gap is also observed by IS researchers. For example, Karahanna et al. (2018) suggest that social media platforms provide the affordance and corresponding features to satisfy users' needs. The authors propose the NAF theoretical framework to match these aspects with individuals' needs. In the same way, the live streaming platform would provide the streamers with attractive features to cater to their viewers.

Even though the motivation and behavior of the viewers are studied in their literature, there is still no clear answer on how the streamers, who play a crucial role in live streaming platforms, are related to viewer engagement. In other words, there is a lack of understanding about the performance and motivation differences among streamers. Current research in related contexts gives a clearer explanation on some

preliminary success factors. For example, Qiu et al. (2015) find that learning and network effects are positively correlated to video views on YouTube. Table 2.1 will show how their studies explained the viewer's motivation.

Table 1 Summary of Literature Review on Viewer Motivation

Matched Features Viewer Motivations Description Reference

Personality Traits of Streamers	Charm	Viewers are attracted to the individual characteristics of streamers, such as their sense of humor, their aggressiveness while streaming, and their openness to questions.	(Sjöblom and Hamari, 2017; Chen and Lin, 2018; Hilvert-Bruce et al., 2018)
	Novelty	Streamers' ability to provide original and unusual video content, which cannot be found anywhere else.	(Nam and Kwon, 2015; Sjöblom and Hamari, 2017)

	Entertainment/ Relieved stress	Streaming content contains casual features that entertain and help relieve stress.	(Nam and Kwon, 2015; Sjöblom and Hamari, 2017; Hamari and Sjöblom, 2017; Hilvert-Bruce et al., 2018)
	Affective	Streamers' moods, expressions, or attitudes that inspire the viewers.	(Sjöblom and Hamari, 2017)
Professionalism/ Skill level	Information Seeking	The incentive to acquire knowledge about art, cooking, communication, and gaming from streamers.	(Kaytoue et al., 2012; Gros et al., 2017; Hamari and Sjöblom, 2017; Hilvert-Bruce et al., 2018)
Social Affordance	Interactivity	The willingness to communicate with viewers (e.g., answering questions, joking, and showing appreciation for gifts sent by viewers).	(Nam and Kwon, 2015; Sjöblom and Hamari, 2017; Hilvert-Bruce et al., 2018; Sjöblom et al., 2019)

	Curiosity (regarding the type of live streaming)	The use of exclusive technologies (e.g., camera and microphone) to broadcast video in real-time.	(David 2010; Sjöblom et al., 2019)
	Social integrative	The sense of belonging from being a fan of streaming channels or communities. (A fan can be defined as an individual viewer who follows the streaming channel.)	(Sjöblom and Hamari, 2017; Hamari and Sjöblom, 2017; Hilvert-Bruce et al., 2018)

The researcher will adopt table 2.1 from this study to explain the characteristics of gaming streamers. Using this explanation along with finding the correlation between Thais' attitude towards product placement will help in understanding how Thai people see product placement when it is combined with gaming streamers on Youtube.

2.5.2 Gaming Streamers and Viewers' Engagement

The study "Customer Engagement in An Online Social Platform: A Conceptual Model and Scale Development" by Christ M.K. Cheung and groups have categorized the scale to measure customer engagement into three categories: vigor, absorption, and dedication. Christ M.K. and groups have developed and validated a scale for measuring customer engagement in an online social platform, for potential use in future empirical

studies of customer engagement in social media contexts. They followed Churchill's scale development and validation process. Building on prior literature, customer engagement is conceptualized as a psychological state that is characterized by a degree of vigor, absorption, and dedication. A pool of 18 items of customer engagement in an online social platform was developed.

Table 2 Scale items of customer engagement in social media

Table 4: Scale Items of Customer Engagement in Social Media

Constructs	Items	Sources
Vigor	1. I can continue using this online social platform for very long periods at a time.	(Salanova et al., 2005; Schaufeli et al., 2002)
	2. I feel strong and vigorous when I am using this online social platform.	(Salanova et al., 2005; Schaufeli et al., 2002)
	3. I feel very resilient, mentally, as far as this online social platform is concerned.	(Schaufeli et al., 2002)
	4. In this online social platform, I always persevere, even when things do not go well.	(Salanova et al., 2005; Schaufeli et al., 2002)
	5. I devote a lot of energy to this online social platform.	(Rich et al. 2010)
	6. I try my hardest to perform well on this online social platform.	(Rich et al. 2010)
Absorption	7. Time flies when I am using this online social platform.	(Salanova et al., 2005; Schaufeli et al., 2002)
	8. Using this online social platform is so absorbing that I forgot about everything else.	(Salanova et al., 2005; Schaufeli et al., 2002; Rich et al. 2010)
	9. I am rarely distracted when using this online social platform.	(Salanova et al., 2005; Schaufeli et al., 2002)
	10. I am immersed in this online social platform.	(Salanova et al., 2005; Schaufeli et al., 2002)
	11. My mind is focused when using this online social platform.	(Rich et al. 2010)
	12. I pay a lot of attention to this online social platform.	(Rich et al. 2010)
Dedication	13. I am enthusiastic in this online social platform.	(Salanova et al., 2005; Schaufeli et al., 2002; Rich et al. 2010)
	14. This online social platform inspires me.	(Salanova et al., 2005; Schaufeli et al., 2002)
	15. I found this online social platform full of meaning and purpose.	(Salanova et al., 2005; Schaufeli et al., 2002)
	16. I am excited when using this online social platform.	(Rich et al. 2010)
	17. I am interested in this online social platform.	(Rich et al. 2010)
	18. I am proud of using this online social platform.	(Salanova et al., 2005; Schaufeli et al., 2002)

The researcher will adopt table 2.2, scale items of customer engagement in social media from this study, to explain the engagement of Thai viewers to gaming streamers. Using this explanation along with finding the correlation between Thais' attitude towards product placement will help in understanding how Thai people can tolerate the exposure to product placement when it is combined with gaming streamers on Youtube.

2.6 Youtube and Product Placement

Mediakix discussed in the topic "Youtube Product Placement Videos: How Brands Reach Millions" that in 2015, audiences between the ages of 18 and 49 spent 4% less time watching television. On the contrary, time spent on watching YouTube videos increased by 74% over that same period (Think with Google). With the more shift to how consumers change their attention toward digital video platforms and getting away from traditional network television programs, marketers are creating digital advertisements and influencer marketing strategies better suited for YouTube's audiences and designed to appeal to social media influencers (also referred to as YouTubers, Instagrammers, Snapchatters, bloggers, Viners) engaged, loyal subscribers. Even though many different ways could be done for the brands to collaborate with top YouTubers to achieve high-ROI marketing campaigns, YouTube product placements still stay as one of the most effective methods for brands to reach millions of consumers and support the authentic relationship that YouTubers have with their followers.

The same way as television product placements, YouTube product placement videos include integrating a product or service into a social media stars' YouTube

content in a way that seems authentic and, in many cases, also provides value (in the form of entertainment, advice, or recommendations) to the audience. In a recent blog post, YouTube gives the definition to product placements as "Pieces of content that are created [specifically] for a third party and/or where that third party's brand, message, or product is integrated directly into the content." One of the big differences between product placements in television programs and those in YouTube videos, however, is the number of people a given YouTube video can reach. According to YouTube's CEO Susan Wojcicki, YouTube now reaches more 18- to 49-year-olds than any television network, and the platform's audience is larger than the audience of the top 10 prime time network television shows combined (L.A. Times). By integrating a product, service, or brand message into a popular YouTuber video—or in some cases, by sponsoring the production of the video itself—brands can increase their visibility to thousands or millions of consumers and create a positive brand identity in the minds of a social media star's subscribers.

In the latest influencer marketing roundup done by Mediakix, they reported on Interpublic's (an advertising firm) decision to move $250 million in advertising resources from television advertisements to YouTube in an effort to capture the attention of digital audiences. The deal reinforces the prevailing wisdom among advertisers that developing marketing campaigns on social media platforms like YouTube is becoming the best way for companies to maximize advertising ROI and target highly-engaged consumers.

To summarize, the researcher wants to emphasize this importance of product placement being implemented in Youtube platform. The discussion from Mediakix will

also be the confirmation on how product placement has been one of the controversial issues to discuss in marketing communication strategy since 2015.

2.7 Related Study

The study of "Product placement on YouTube: An explorative study on YouTube creators' experiences with advertisers" gives a clearer understanding of the history and relation of product placement to social media platforms such as Youtube. In parallel with the rising interest of advertisers and creators in product placement has been the growing interest of regulators to provide a regulatory framework. With the result of the study, the researcher would like to discuss some perspective of the study and also adopt the further study suggested by this study to develop more in depth to the understanding in the relationship between viewers' attitude and gaming streamers on Youtube.

Product placement in this study implies that the publisher and the YouTube creator have control of the content and the way he or she integrates a product, not the marketer. The publisher's editorial independence must not be affected when product placement is embedded in the content.

The background of the study is that in the production process of a commercial, the advertiser is in control of each stage of the process (but is, of course, not allowed to influence the editorial environment in which the advertisement video is placed), the advertiser has no final control in the product placement process. In the development stage of a commercial video, the advertiser usually briefs a creator about the product, its target groups and the commercial message of the intended video, selects an idea for production and has a final say concerning the cast of performers on screen. Following

on from this, the advertiser usually monitors the shooting, accompanies the content creator on set and gives final approval of the spoken text and visuals during post production. Finally, the advertiser decides when the commercial video is uploaded.

The research questions of their studies are: RQ 1: How often do YouTube creators use product placement and is paid-for placement an important source of finance to them? RQ 2: Which criteria are important when choosing a product placement? RQ 3: During the product placement production process, are YouTube creators confronted with demands from advertisers that are prohibited by current law? For the sample in the study, Fifty-seven YouTube creators took part in the online survey with full responses. Twenty creators ran beauty, fashion or lifestyle channels, 18 produced comedies, 12 gaming channels and 7 cooking channels. Nearly half the creators (25 creators; 43.9%) were under contract with MCNs. The creators' channels differed in subscriber numbers: 21 creators had less than 20,000 subscribers, 28 creators had between 20,000 and 500,000 subscribers, and 8 had more than 500,000 subscribers. The questionnaire consisted of five thematic blocks: (1) general questions about the YouTube channel (genre, number of subscribers); (2) establishing contacts between advertisers and creators; (3) criteria for selecting brands for product placement; (4) demands of advertisers during the product placement process; and (5) worst experiences with advertisers and advice regarding them. At the end of block 1, the team inserted a filter question and asked whether or not the YouTube creators already had experience with the integration of branded products sent to them.

In total, the questionnaire of the study consisted of 19 questions with closed, half-open and 2 open questions. The answers in closed questions were either dichotomous or polytomous. The team used a four-step scale for questions in which the

frequency of incidents was interrogated (very often/frequently/rarely/not at all). At the beginning of the survey, the team gave the participants a definition of product placement to ensure that classical advertising and product placement were not confused. The questionnaire was pre-tested in a qualitative pre-test with YouTube creators who were accompanied when filling out the questionnaire.

Here is the interesting result for the researcher to discuss. For results of the use of product placement in this study, Thirty-seven of the 57 creators surveyed already have embedded product placement in their YouTube channels, that is, 64.9% of the creators have already used product placement. The more successful a YouTube creator, the higher the probability that he or she has used product placement. All 8 creators with more than 500,000 channel subscribers made use of it; 20 of the 28 creators with between 20,000 and 500,000 subscribers already have embedded product placement and 9 of the 21 creators with less than 20,000 channel subscribers had used it. YouTube creators with a focus on beauty, fashion and lifestyle were especially associated with the integration of product placement: 18 of the 20 creators surveyed in this genre have experience with it.

The researcher in this study also wanted to know how many product placements YouTube creators embedded in the year 2015. Half of them (18 of the 37 creators with product placement experiences) had less than 10 product placements in 1 year, 9 creators used between 11 and 20 product placements and 7 creators embedded between 21 and 50 product placements, while 3 creators had more than 50 in that year.

Additionally, the team wanted to know whether the creators had ever used intermediate online marketplaces to apply for product placement campaigns. Half of them (18 of 37) said that they already had applied for deals in this way.

The team also asked the 37 YouTube creators with product placement experiences how the communication process between marketers and creators proceeded. Only nine were regularly proactive in generating contacts with brands, directly or with the support of an online marketplace. The vast majority of respondents (28 of 37) claimed that the impetus for product placement deals predominantly came from brands (via direct contact with the creator or the support of an MCN). According to the creators, the first contact between them and advertisers was often unstructured and even violated common rules of communication. Seventeen participants claimed that very often or frequently products were directly sent to them without any prior contact. They were not asked beforehand whether they had any interest in the products or in integrating them into their videos.

All 57 participants were asked how they would describe their current state of knowledge on specific aspects of product placement. Here, they could choose between the items well informed vs. less informed. Half of the surveyed creators (28 of 57) felt less informed about legal aspects of product placement, the Dos and Don'ts of product integration into editorial content and labelling the videos correctly. The vast majority, however, felt well informed regarding the following aspects: acceptance of product placement by YouTube users (86.0%), suitability of product groups/ brands for a product placement (82.5%) and implementation of product placement concepts and integration of brands into a plot (68.4%).

The results from the study emphasized that product placement on YouTube is a widespread practice. Marketers are proactive in generating placement opportunities, and paid-for placements are state of the art. Of the YouTube creators surveyed, 64.9% have already used product placement. And the 'entrepreneurial desire' (Burgess, 2012:

55) among amateur creators is strong. Though the business of brand integration seems to be highly professional on a structural level (e.g., institutionalization of the intermediaries), the product placement process between advertisers and creators is not yet professionalized on the operational level (Gerhards, 2017). The activities often violate fundamental rules (Gerhards, 2017). In particular, the study suggested that it would be necessary for the advertising industry to create a Code of Conduct which regulates the Dos and Don'ts in the marketing communication business with YouTube creators and other social influencers (Gerhards, 2017). Takumi, an app that allows brand owners and Instagram creators to connect with each other, made a first draft of such a Code of Conduct (Davies, 2016). The 'Influencer Marketing Code of Conduct' which sets out straightforward guidelines for brands (as well as for influencers) could be adopted by the advertising industry in terms of self-regulation.

The study mentioned that "In addition, future research should explore if and to what extent YouTube viewers accept product placement embedded in videos, especially if they get to know that the independence of the program and its production cannot be guaranteed" (Gerhards, 2017). Because of this aspect from the study, the researcher is inspired by the recommendation of the study and wants to shift the approach and relation from creators and advertisers to creators and viewers, especially in the aspect of how viewers accept product placement embedded in videos. Also, when comparing the approach of this paper to another study such as the study of "Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv" in explorative field of online advertising, it is observable that there are many more aspects to explore the field of using product placement with gaming streamers. Both of these studies result in positive results to encourage the use of gaming streamers

in online advertising, even though both also point to some prominent factors that could impede the effectiveness of gaming streamers to communicate with viewers. For example, the study of "Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv" mentioned that the interactions between streamers and their viewers have been found to be a critical factor that influences whether or not a user will watch the stream (Zhao et al., 2020). While for the study of "Product placement on YouTube: An explorative study on YouTube creators' experiences with advertisers", the focus on the decline on effectiveness to apply product placement in gaming streamers is on viewers' experience on how they were exposed to the advertisements. It can be seen that both different approaches result in more understanding in different perspectives to explore the field of using gaming streamers in online advertising.
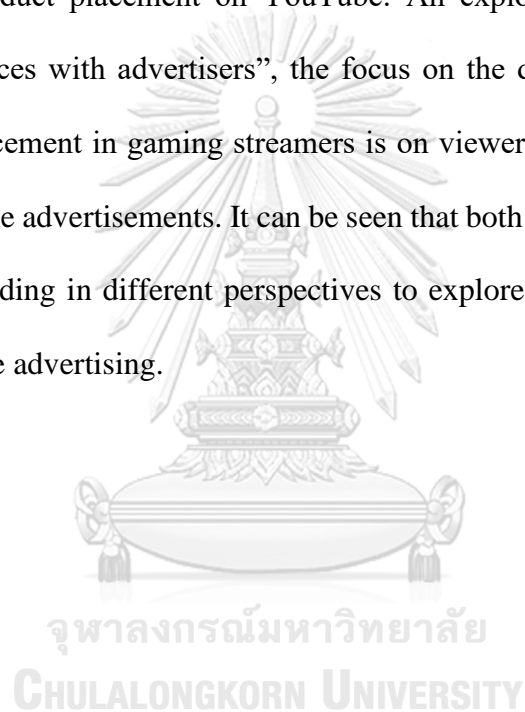
CHAPTER 3

METHODOLOGY

This chapter consists of the methodology that is used to conduct this research. It will cover the population and sample size, followed by the sampling technique and measurement of variables to be applied before concluding with the procedures which will be used for data analysis and presentation. The details on the collection of the data are as follows:

3.1 Research Methodology

This study had taken a quantitative approach through the use of an online questionnaire for participants of Thai people, ranging from age who watch game streaming on Youtube platform. The researcher will collect 200 sampling data through the online questionnaire. Also, the researcher will use snowball method through the use of purposive sampling focusing only on people in Thailand at the range age between 18-40 that follow at least 3 gaming streamers on Youtube for at least 3 months duration.

3.2 Population and Sample

The data were collected from 200 viewers/followers of gaming streamers' channels of Thai nationality. According to Thai Generation Media Landscape, Thai people, ranging from 18 - 40 years old, received news and entertainment media mainly from Facebook and Youtube platforms, and people at this age range show their media spending the most compared to other age ranges. Therefore, the study will focus on the age group of 18-40 years old.

3.3 Sampling Technique

      This research made use of the non-probability method, purposive sampling, and convenience sampling. In terms of purposive sampling, the questionnaires were given randomly to the participants who watch game streaming on Youtube platform who are between 18 and 40 years of age and have been exposed to the content from gaming streamers on Youtube during June 15 to September 15, 2021. In regard to convenience sampling, the questionnaires were distributed on gaming page communities across Facebook groups. With the use of a preliminary question, those who did not meet the requirements were eliminated.

3.4 Research Instruments

      The data collected in this research was done online through the use of Google Forms. The questionnaire was available in English, and contained 21 questions. Including the screening questions, there were a total of four sections to the questionnaire. Samples were requested to choose the answers which best identify with their attitudes and behavior on a Likert scale from strongly agree to strongly disagree. The agreement in which samples were exposed to product placement in gaming streamers' channels was also collected on a scale from 5 (Strongly agree) to 1 (Strongly disagree).

The four sections of the questionnaire are as follows:

Section 1. Preliminary Questions

The set of preliminary questions was used to screen for qualified participants who have Thai nationality with the age range between 18 to 40 years old. The participants must also identify their genders, and watch gaming content from gaming streamers on Youtube channel during July 20 - October 20, 2021. Also, the viewers must acknowledge two kinds of product placement from gaming streamers, product integration and running a video advertisement. Only those qualified were allowed to complete the remaining questions.

Section 2. Awareness of product placement in gaming content from gaming streamers' channels on Youtube

This section will include one short-answer question to use for the categorization and correlation to find the possible relationship among the variables. The participants must identify gaming streamers' channels on Youtube at least 1 channel that they know.

Section 3. Attitude towards Gaming Streamers' channels with product integration

There will be 8 questions for the participants to evaluate their attitude towards product integration in gaming streamers on Youtube. These questions will help seeing the relationship between Thais' attitude on product integration and gaming streamer quality to use product integration, which are *connection to personality traits of streamers, relevancy of streamers, entertainment provided by streamers, effective ads provided by streamers, non-irritation ads provided by streamers, non-interruption ads provided by streamers, aftermath dedication to advertised products,* and *aftermath interest to advertised products given by streamers*.

Section 4. Attitudes towards Gaming Streamers' channels with running a video advertisement

There will be 8 questions for the participants to evaluate their attitude towards running a video advertisement in gaming streamers on Youtube. These questions will help seeing the relationship between Thais' attitude on running a video advertisement and gaming streamer quality to use running a video advertisement, which are *connection to personality traits of streamers, relevancy of streamers, entertainment provided by streamers, effective ads provided by streamers, non-irritation ads provided by streamers, non-interruption ads provided by streamers, aftermath dedication to advertised products,* and *aftermath interest to advertised products given by streamers.*

3.5 Measurement of Variables

There are a total of three variables in this study.

Variable 1: Thais' attitude

Variable 2: Product Placement (product integration or running a video advertisement)

Variable 3: Gaming streamers

    3.5.1 Checks for Reliability and Validity

    Cronbach's alpha number for variables in product integration results in 0.919, which is very reliable. While Cronbach's alpha number for variables in running a video advertisement result in 0.935, which is very reliable.

CHAPTER 4

RESEARCH FINDINGS

In this chapter, researchers will describe some important findings of the research. An online survey was chosen as the method to collect data and serve the research objective.

The finding of this research is divided into three parts: demographic of the sample, descriptive analysis of participants' attitude on product integration and running a video advertisement in gaming streamers on Youtube, and a correlation analysis between respondents' attitudes towards product placement and gaming streamers' channels on Youtube.

4.1 Demographic profile of the sample

The section of demographic describes some characteristics of respondents in this research, which includes the age of Thai Youtube's viewers who have seen product placement in the past 3 months.

After qualifying by four screening questions, there are 248 questionnaire results collected in total. All the respondents must have Thai nationality. After screening the viewers who noticed product placement in gaming streamers on Youtube during July 20 - October 20, and the respondents must have their ages between 18 to 40 years old, 200 respondents were collected for the study.

Among the total 200 respondents, there are 96 Thai people in the age range between 18 and 24 years old, 80 Thai people in the age range between 25 and 40 years old, and 24 Thai people in the age range of more than 40 years.

Table 3 Age of respondents

Age	n	%
18-24 years	96	48
25-40 years	80	40
More than 40 years	24	12
Total	**200**	**100**

The groups of age were categorized by the money spent on the gaming industry in Thailand, reported by datareportal. Most participants are from the age range of 18-24 years old (96 people out of 200 people), while the least contribution is from the age range of more than 40 years old (24 people out of 200 people). Also, another group, which is the age range of 25-40 years old, has a significant number of participants in the study (80 people out of 200). Based on the result, respondents from the age range of 18-24 years old are the group that were exposed to gaming streamers with product integration and video advertisements on Youtube the most. Respondents from the age range of 25-40 years old also have high exposure to gaming streamers with product integration and video advertisements on Youtube, while respondents from the age range

of more than 40 years old have the least exposure to gaming streamers with product integration and video advertisement on Youtube.

4.2 Thai viewers and notification on product placement used in gaming streamers' channels on Youtube

This section is in addition to the exploration on the name of gaming streamers' channels on Youtube that were noticed for the use of product placement by Thai people. The question is optional to answer for the respondents that realize the name of gaming streamers' channels with product placement. They were asked to give at least one name of gaming streamers' channels that include both product integration and a video advertisement or either product integration or a video advertisement. Table 4.2 will show the number of respondents who realized product placement included in specified channel names

Table 4 Number of respondents realizing product placement included in specified channels

Respondents	n	%
Valid Answer	148	73.6
Missing	52	26.4
Total	**200**	**100.0**

It is significant to be noted that the number of people who did not realize the name of channels with product placement could be implied by how they often saw

product placement from many channels that made them unable to realize the specific names. Therefore, the researcher left this question as an optional question and will further the exploration of the study with the valid answers of 148 respondents. Table 4.3 in the appendix will show the gaming streamer names that were mentioned by respondents in this study (see in the appendix). GuyNgid channel is the channel with the most mentioned on respondents notice of using product placement (23 respondents), followed up by Heart Rocker Channel (17 respondents) and then KitNgai channel (13 respondents).

4.3 Product integration and running a video advertisement in gaming streamers on Youtube

To achieve the first objective, which was to examine Thais' attitudes on product integration and running a video advertisement in gaming streamers' channels on Youtube, these two variables in this study were measured by the measurement scale to make sure the reliability and validity. The Cronbach's alpha value of the attitude towards product integration was .919, which means high reliability for the scale. Also, the Cronbach's alpha value of the attitude towards a video advertisement were .935, ensuring high reliability of the scale.

Product Integration

To answer the question: what are Thais' attitudes on product integration in gaming streamers' channels on Youtube, the finding shows that respondents rated overall attitude with gaming streamers on Youtube at 3.65 out of 5 which can imply that they have moderately positive attitude towards product integration in gaming

streamers' channels on Youtube. The highest mean score goes to the *connection to personality traits of streamers* section with a mean score of 3.97 out of 5 and the lowest mean score goes to the aftermath dedication to advertised products given by streamers section with a mean score of 3.32. The statement that received the highest mean score was 'I can see the connection between product integration and the gaming streamer characteristics (such as sense of humor, aggressiveness while streaming, and their openness to opinions or questions)' with 3.97 (SD = 0.86) from the *connection to personality traits of streamers* section. On the contrary, the statement that received the lowest mean score was 'After watching product integration, I am likely to find more details about advertised products by gaming streamers with 3.32 (SD = 1.03). Table 4.4 showed the mean and standard deviation of Thais' attitude towards product integration in gaming streamers' channels on Youtube.

Table 5 Mean and Standard Deviation of Thais' attitude towards product integration

Thais' attitude towards product integration	M	SD
Connection to personality traits of streamers		
I can see the connection between product integration and the gaming streamers' characteristics (such as sense of humor, aggressiveness while streaming, and their openness to opinions or questions)	3.97	0.86

Relevancy of streamers

I can see the relation of product integration and gaming streamers' suitability in terms of presentation of gaming content that can go well with the branded content	3.94	0.83

Entertainment provided by streamers

I think the content about product integration presented by gaming streamers is entertaining	3.92	0.95

Effective ads provided by streamers

I find product integration an effective way of doing advertisements on Youtube when it is introduced by the gaming streamers on Youtube	3.80	0.87

Non-irritation ads provided by streamers

I have never stopped watching because you were irritated by product integration presented by gaming streamers	3.47	1.07

Non-interruption ads provided by streamers

I feel that product integration in gaming streamers' channels does not interrupt me	3.44	1.04

Aftermath dedication to advertised

products given by streamers

After watching product integration, I am likely to find more details about advertised products by gaming streamers.	3.32	1.03

Aftermath interest to the content of the advertisements given by streamers		
I am interested in product integration's content in gaming streamers' channels	3.34	0.96
Total average	**3.65**	**0.76**

According to the results, it can be concluded that using product integration in gaming streamers' channels on Youtube results in moderately positive results in respondents. Especially in terms of connection to personality traits, relevancy, and entertainment provided by gaming streamers, the respondents show overall positive feedback regarding these aspects. Based on the curiosity in the study "Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv" about understanding streamers' performance and motivation among streamers, this result could contribute to light on the field that viewers, in this case viewers in Thailand, have positive attitude towards the advertisements that revolve around the characteristics of the streamers. It also shows that the advertisements done by gaming streamers that show the relevancy to their content result in the positive feedback among viewers. And according to the result, the use of product integration gave entertainment to the respondents, which leads to more engaging feedback from viewers when the viewers enjoy the content.

Moreover, the participants also see product integration as an effective way to use for online advertisements. In terms of respondents' attitude towards the interruption and disturbance of product integration on gaming streamers' channels on Youtube, even though they score relatively lower than the attitude towards product integration and

characteristics, relevancy, entertainment, and how viewers see it as effective advertisements, they still stay at the moderate level of satisfaction. This means the respondents see the use of product integration when used in gaming streamers on Youtube to not disturb or interrupt at the rate that they need to skip the advertisements. Although among all the results, the last two sections, the dedication of viewers to find more information about advertised products by streamers and the interest of viewers on content about product integration, score lowest compared to all the sections above, they still remain at the moderate level of satisfaction among viewers. It is interesting to both brand marketing sides and gaming streamers to see these two points as two possible points to improve the overall satisfaction of using product integration in gaming streamers' channel on Youtube.

Therefore, regarding the discussion on the outcome of satisfaction of Thai viewers towards product placement in gaming streamers on Youtube, respondents in this study are moderately satisfied by the use of product integration in gaming streamers' channels on Youtube. Thai businesses and communication management strategists should consider using product integration as one of the effective ways to do the online advertisement on Youtube platforms.

Running a video advertisement

To answer the question: what are Thais' attitudes on running a video advertisement in gaming streamers' channels on Youtube, the finding shows that respondents rated overall attitude towards running a video advertisement in gaming streamers' channel on Youtube with an overall mean score of 2.52 out of 5, which can imply that they have negative attitude towards running a video advertisement in gaming

streamers' channels on Youtube. The highest mean score goes to the *entertainment provided by streamers* section with a mean score of 2.61 out of 5 and the lowest mean score goes to the non-irritation ads provided by streamers section with a mean score of 2.39. The statement that received the highest mean score was 'I think the content about running a video ad presented by gaming streamers is entertaining' with 2.61 (SD = 0.86) from the entertainment provided by streamers section. On the contrary, the statement that received the lowest mean score was 'I feel that running a video ad in gaming streamers' channels does not interrupt me, I am likely to find more details about advertised products by gaming streamers with 2.39 (SD = 1.03). Table 4.5 showed the mean and standard deviation of Thais' attitude towards running a video advertisement in gaming streamers' channels on Youtube.

Table 6 Mean and Standard Deviation of Thais' attitude towards running a video advertisement

Thais' attitude towards running a video advertisement	M	SD
Connection to personality traits of streamers		
I can see the connection between running a video advertisement and the gaming streamers' characteristics (such as sense of humor, aggressiveness while streaming, and their openness to opinions or questions)	2.60	0.86

Relevancy of streamers

I can see the relation of running a video advertisement and gaming   2.59 0.90

streamers' suitability in terms of presentation of gaming content that can

go well with the branded content

Entertainment provided by streamers

I think the content about running a video advertisement presented by   2.61 0.99

gaming streamers is entertaining

Effective ads provided by streamers

I find running a video advertisement an effective way of doing   2.53 0.97

advertisements on Youtube when it is introduced by the gaming

streamers on Youtube

Non-irritation ads provided by streamers

I have never stopped watching because you were irritated by running a   2.47 1.04

video advertisement presented by gaming streamers

Non-interruption ads provided by streamers

I feel that running a video advertisement in gaming streamers' channels   2.39 1.03

does not interrupt me

Aftermath dedication to advertised		
products given by streamers		
After watching running video advertisement, I am likely to find more details about advertised products by gaming streamers.	2.50	0.92
Aftermath interest to the content of the advertisements		
given by streamers		
I am interested in running a video advertisement's content in gaming streamers' channels	2.49	0.95
Total average	**2.52**	**0.79**

Also, based on the results, it can be concluded that running a video advertisement in gaming streamers' channels on Youtube results in negative results in the respondents. In the three sections of *connection to personality traits, relevancy,* and *entertainment* provided by gaming streamers, the participants show overall better feedback than any other sections among other sections in running a video advertisement. Regarding the curiosity in the study "Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv" about understanding streamers' performance and motivation among streamers, this result could contribute to light on the field that viewers, in this case viewers in Thailand, even though have positive attitude towards the advertisements that revolve around the characteristics of the streamers on product integration, it does not perform well when

used a video advertisement. It also shows that the advertisements done by gaming streamers that show the relevancy to their content result in negative feedback among viewers, meaning that they do not find the relevance between content provided by gaming streamers and running a video advertisement. And according to the result, the use of running a video advertisement did not give entertainment to the respondents, which leads to less engaging feedback from viewers when the viewers do not enjoy the content.

In addition, the respondents also see running a video as an ineffective way to use for online advertisements. Their attitude towards the interruption and disturbance of running a video advertisement on gaming streamers' channels on Youtube also scores lower than the attitude towards *characteristics, relevancy, entertainment*, and how viewers see it as effective advertisements. These still stay at the low level of satisfaction, but still score higher than the interruption and disturbance experience they had. This means the participants see the use of running a video advertisement when used in gaming streamers on Youtube to disturb or interrupt to the rate that they need to skip the advertisements. The last two sections, the dedication of viewers to find more information about advertised products by streamers and the interest of viewers on content about running a video advertisement, also score low the same as other sections above. They remain at a low level of satisfaction among viewers. To both brand marketing sides and gaming streamers, every point in running a video advertisement should be considered to improve or even not used as the overall satisfaction of running a video advertisement in gaming streamers' channel on Youtube score low.

Therefore, regarding the discussion on the outcome of satisfaction of Thai viewers towards product placement in gaming streamers on Youtube, the respondents

in this study, which are a sample of Thai viewers, are unsatisfied by the use of running a video advertisement in gaming streamers' channels on Youtube. Thai businesses and communication management strategists should consider using product integration rather than running a video advertisement to do online advertisements on Youtube platforms.

The two sections of attitude on product integration and running a video advertisement in gaming streamers on Youtube are different. Product integration gains moderate positive attitude from Thai respondents when applied in gaming streamers on Youtube, while running a video advertisement gains negative attitude from Thai respondents when applied in gaming streamers on Youtube. Product integration and running a video advertisement gain the different highest mean and lowest mean in two sections. The highest mean of product integration is in connection to personality traits section, while the highest mean of running a video advertisement is on *entertainment provided by streamers* section. In the lowest mean of product integration, it is on *aftermath dedication to advertised products given by streamers*, while the lowest mean of running video advertisement is on *non-interruption ads provided by streamers*. Even though their highest mean and lowest mean are different, it is significant to be noted that they score the same highest mean on three sections: *connection, relevancy,* and *entertainment provided by streamers section*. This can be concluded that the characteristics of *gaming streamers, relevance of content provided by streamers,* and *entertainment provided by streamers*, are significant qualities to be concerned when used in product placement. The overall result on both product integration and running a video advertisement shows that the question about non-interruption and non-disturbance are what viewers feel the least agreement on, meaning that in Thai

respondents' attitude, product placement will still also bring the interruption and disturbance experience towards the viewers.

In conclusion, when product placement in gaming streamers' channels on Youtube platform is categorized into product integration and running a video advertisement, product integration is generally more effective in the respondents' attitude towards it. Running a video gains negative feedback from overall results and should not be considered an effective way to do online advertisements on Youtube, as in 2021. To discuss the result from the study of "Product placement on Youtube: An explorative study on Youtube creators' experiences with advertisers" that product placement on Youtube is a widespread practice and that more than half of the Youtube creators have already used product placement, the result from this study should show that different types of product placement result in different outcome and which kind of product placement is preferable among a sample of Thai viewers in 2021.

4.4 Relationship between attitude of Thai viewers towards product integration and gaming streamers' channels on Youtube

The second research objective, which was to study the relationship between the attitude of Thai viewers towards product integration in gaming streamers on Youtube, is represented in this section. And the correlation is significant at the 0.05 level.

Table 4.6 showed the correlation between gaming channels and attitude of Thai respondents in this study towards product integration. Overall, gaming channels and the attitude of Thai participants towards product integration have a very low negative relationship ($r = -0.15$, $p < 0.05$). In this study, the highest score of correlation between

the relationship of gaming channels and the attitude of participants towards product integration was between gaming channels and non-irritation advertisements provided by streamers, which had a very low negative relationship ($r = -0.05$, $p < 0.05$). In the meantime, relationship between gaming channels with other seven dimensions were tested and showed that *connection to personality traits of streamers* ($r = -0.08$, $p < 0.05$), *relevancy of streamers* ($r = -0.09$, $p < 0.05$), *entertainment provided by streamer* ($r = -0.15$, $p < 0.05$) *effective ads provided by streamer* ($r = -0.09$, $p < 0.05$), *non-interruption ads provided by streamers* ($r = -0.16$, $p < 0.05$), *aftermath dedication* ($r = -0.18$, $p < 0.05$), and *aftermath interest to advertised products given by streamers* ($r = -0.15$, $p < 0.05$).

Table 7 Correlation between the attitude of respondents on product integration and running a video advertisement on Youtube and gaming streamers

Relationship between	r
Attitude and connection to personality traits of streamers	-0.08*
Attitude and relevancy of streamers	-0.09*
Attitude and entertainment provided by streamers	-0.15*
Attitude and effective ads provided by streamers	-0.09*
Attitude and non-irritation ads provided by streamers	-0.05*
Attitude and non-interruption ads provided by streamers	-0.16*
Attitude and aftermath dedication to advertised products given by streamers	-0.18*

Attitude and aftermath interest to advertised products given by streamers	-0.15*

*Correlation is significant at the 0.05 level

In conclusion, it was shown that the attitude of respondents on running a video advertisement on Youtube and gaming streamers had a very low negative relationship, which answered the second research question. It implied that there is no relation to the change in both gaming streamers and product integration when one variable changes. This will also answer the research question 2: what is the relationship between Thais' attitude towards product placement in gaming streamers' channels on Youtube and the characteristic of gaming streamers on Youtube? The result shows that there is no relationship between Thais' attitude towards product integration in gaming streamers' channels on Youtube and the characteristic of gaming streamers on Youtube based on *connection to personality traits of streamers* ($r = -0.08, p < 0.05$)

4.5 Relationship between attitude of Thai viewers towards running a video advertisement and gaming streamers' channels on Youtube

The second research objective, which was to study the relationship between the attitude of Thai viewers on running a video advertisement on Youtube and gaming streamers, is represented in this section. And the correlation is significant at the 0.05 level.

Table 4.7 showed the correlation between gaming channels and attitude of Thai respondents towards running a video advertisement. Overall, gaming channels and the attitude of Thai viewers towards running a video advertisement have a very low negative relationship ($r = -0.07$, $p < 0.05$). In this study, the highest score of correlation between the relationship of gaming channels and the attitude of participants towards running a video advertisement was between gaming channels and *non-interruption ads provided by streamers* ($r = 0.13$, $p < 0.05$), which had a very low positive relationship ($r = 0.01$, $p < 0.05$). In the meantime, relationship between gaming channels with other seven dimensions were tested and showed that *connection to personality traits of streamers* ($r = -0.06$, $p < 0.05$), *relevancy of streamers* ($r = -0.11$, $p < 0.05$), *entertainment provided by streamer* ($r = -0.12$, $p < 0.05$), *effective ads provided by streamer* ($r = -0.13$, $p < 0.05$) , *non-irritation ads provided by streamers* ($r = -0.003$, $p < 0.05$), *non-interruption ads provided by streamers* ($r = 0.13$, $p < 0.05$), *aftermath dedication* ($r = -0.01$, $p < 0.05$) and *aftermath interest to advertised products given by streamers* ($r = -0.07$, $p < 0.05$).

.

Table 8 Correlation between the attitude of respondents on running a video advertisement on Youtube and gaming streamers

Relationship between	r
Attitude and connection to personality traits of streamers	-0.06*
Attitude and relevancy of streamers	-0.11*
Attitude and entertainment provided by streamers	-0.12*

Attitude and effective ads provided by streamers	-0.13*
Attitude and non-irritation ads provided by streamers	-0.003*
Attitude and non-interruption ads provided by streamers	0.01*
Attitude and aftermath dedication to advertised products given by streamers	-0.01*
Attitude and aftermath interest to advertised products given by streamers	-0.07*

*Correlation is significant at the 0.05 level

In conclusion, it was shown that the attitude of respondents, which are samples of Thai people in the study, of running a video advertisement on Youtube and gaming streamers had a very low negative relationship, which answered the second research question. It implied that there is no relation to the change in both gaming streamers and a video advertisement when one variable changes. This will also answer the research question 2: what is the relationship between Thais' attitude towards product placement in gaming streamers' channels on Youtube and the characteristic of gaming streamers on Youtube? The result shows that there is no relationship between Thais' attitude towards running a video advertisement in gaming streamers' channels on Youtube and the characteristic of gaming streamers on Youtube based on *connection to personality traits of streamers* ($r = -0.06$, $p < 0.05$).

CHAPTER 5

SUMMARY AND DISCUSSION

This chapter will provide a summary data of the data analysis and research discussion according to the findings of this research. In addition, the limitations of this research, the directions for future research, and the practical implications, will be discussed as well.

5.1 Summary

This section will discuss the results of the quantitative data, which were obtained from online-surveyed respondents during July 20 - October 20, 2021. There is the demographic data of the respondents, and the respondents' agreement on their attitudes. Additionally, the findings from the correlation analysis are also demonstrated.

The demographic section of this research covers the respondents' age and the optional question asking about gaming streamer's channel names that the respondents could notice the use of either product integration or running a video advertisement or both within July 20 - October 20, 2021. There were 200 respondents who answered the questionnaire and were qualified for the study, while there were 148 respondents who answered the optional question.

To achieve the objectives on the research objective 1: to explore Thais' attitudes towards product placement in gaming streamers' channels, the findings of the study revealed that the respondents were moderately satisfied with product integration when

used in gaming streamers' channels on Youtube. However, the respondents were dissatisfied towards running a video advertisement when used in gaming streamers' channels on Youtube. And to achieve the objectives on the research objective 2: to explain the relationship between product placement in gaming streamers' channels, the attitude towards product integration in gaming streamers' channel on Youtube of the respondents had a very low negative relationship, meaning that with the negative rise of agreement in gaming streamers channel, there will not be any prominent change in the attitude of viewers. Also, the attitude towards running a video advertisement of gaming streamers on Youtube had a very low negative relationship as well, meaning that with the negative rise of agreement in gaming streamers channel, there will also not have any significant change in the attitude of viewers. In addition, this also answers the research question 2: what is the relationship between Thais' attitude towards product placement in gaming streamers' channels on Youtube and the characteristic of gaming streamers on Youtube? The result shows that there is no relationship between Thais' attitude towards product placement in gaming streamers' channels on Youtube and the characteristic of gaming streamers on Youtube. This result goes contrary to hypothesis 1: Thais' attitudes on product placement in gaming streamers' channels on Youtube has a positive relationship with the characteristics of gaming streamers on Youtube, and also hypothesis 2: providing product placement in gaming streamers' channels on Youtube has a negative relationship towards Thais' engagement. Lastly, in the optional question regarding the name of the channels that the respondents in the study could recognize the use of product placement, Guy Ngid channel, Heart Rocker channel, and Kit Ngai channel were mentioned as the top three channels that the respondents could notice the use of product placement.

5.2 Discussion

Based on the results of this study and the research objectives, three main points are discussed in this section. The first section will discuss product integration in gaming streamers' channels on Youtube. The second section will discuss running a video advertisement in gaming streamers' channels on Youtube. And the last discussion will be about the relationship between product placement and gaming streamers' channels on Youtube.

Product integration

As the research progresses, product integration proves to give a positive experience among respondents in the study. This goes the same way as the results in the study of "Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv" and the study of "Product placement on YouTube: An explorative study on YouTube creators' experiences with advertisers", where they both result in the encouragement of using gaming streamers in online advertising. The result of the study also answers questions in the study of "Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv" regarding why people watch live streamed content (Zhao et al., 2020). According to the result, *connection to personality traits of streamers* is the factor that respondents agree to have more positive feedback than other factors. It can be said that one of the reasons why respondents find product integration effective in live streaming of gaming streamers' channels on Youtube is that they found the connection of streamers'

characteristic to the live streamed content to be engaging for them, including product integration content in this case.

This section will discuss two dimensions with the highest and the lowest of agreement, which are *connection to personality traits of streamers* and *aftermath dedication to advertised products given by streamers* dimension respectively. It will illustrate how both dimensions of attitude towards product integration were perceived by viewers when they watched content on Youtube with product integration included.

Connection to personality traits of streamers

The overall attitude towards the connection of product integration to personality traits of streamers was positive. In other words, it showed that the respondents had a good attitude towards product integration when it is used in gaming streamers' channels on Youtube.

This dimension covers the connection between product integration and the gaming streamers' characteristics such as gaming streamers' sense of humor, aggressiveness while streaming, and their openness to opinions or questions. Considering the approach and relation of creators and viewers that the researcher wants to explore, which is shifted from creators and advertisers in the study of "Product placement on YouTube: An explorative study on YouTube creators' experiences with advertisers", the result in the study shows that participants found the connection of product integration and gaming streamers' characteristics to be the most prominent aspect to provide positive attitude for the viewers. This will add up to the controversial

issue to be discussed with Mediakix, showing the important factor, in this case connection between product integration and the gaming streamers' characteristics, that contributes to the significant positive attitude for Youtube viewers. In addition, this also encourages the result from the study of "Subsequent Reaction to Online Advertisement Disturbance", saying that product placement (product integration) is going to dominate the brands with the emphasis on the prominent factors in some attitude towards product integration such as the connection to personality traits of streamers.

Overall, it could be summarized, based on the result of the study, that *connection to personality traits of streamers* is the strongest point for product integration to be used in online advertising on Youtube. Product integration should be prioritized for the companies or communication strategists that want to align their brands with gaming streamers' characteristics. This way, the feedback from the viewers for the advertised brands should receive positive feedback from the viewers as well. As for the contribution of this study to the online advertising field, product integration receives moderate satisfaction from the respondents in the study. It is arguable to see if the more samples in the study or the difference in the nationality of the samples will result in a different outcome. The study on product integration in gaming streamers on Youtube can still be explored furthermore.

Aftermath dedication to advertised products given by streamers

On the contrary, compared to other aspects of attitude towards product integration in gaming streamers' channel on Youtube, the respondents showed the least level of agreement with the *aftermath dedication dimension*. Even though the number of agreement levels is still positive, it implied that the respondents experience the least for their dedication to follow up the detail about the advertised products than other dimensions of attitude towards product integration.

Considering the approach and relation of creators and viewers that the researcher want to explore, which is shifted from creators and advertisers in the study of "Product placement on YouTube: An explorative study on YouTube creators experiences with advertisers", the result in the study shows that participants found their dedication to find more details about advertised products when introduced with product integration to be the least prominent aspect to provide positive attitude for the viewers. This will add up to the controversial issue to be discussed with Mediakix, showing the least important factor, in this case aftermath dedication from viewers after seeing product integration in gaming streamers' channels on Youtube, that contributes the least to the significant positive attitude for Youtube viewers. In addition, this also supports the result from the study of "Subsequent Reaction to Online Advertisement Disturbance", in the way that product placement (product integration) is going to dominate the brands by understanding the least important factors in some attitude towards product integration such as the *aftermath dedication to advertised products given by streamers.*

To summarize, based on the result of the study, *aftermath dedication to advertised products given by streamers* is the weakest point for product integration to be used in online advertising on Youtube. When product integration must be used, the

companies or communication strategists should be aware of the fact that viewers will tend to ignore following up the advertised brands. While it can also be the emphasis point for the improvement to come up with the way to encourage the following-up process among viewers to make product integration more effective. For the contribution of this study to the online advertising field, it is also arguable to see if the more samples in the study or the difference in the nationality of the samples will result in a different outcome.

Running a video advertisement

On the contrary to product integration, running a video advertisement proves to give a negative experience among respondents in the study. This goes differently to the results in the study of "Understanding Characteristics of Popular Streamers on Live Streaming Platforms: Evidence from Twitch.tv" and the study of "Product placement on YouTube: An explorative study on YouTube creators' experiences with advertisers", where they both result in the encouragement of using gaming streamers in online advertising. With this result, it is important to distinguish the type of product placement into a clearer term such as product integration and running a video advertisement the same way as categorized in this study because two different terms result in totally different results. However, in the irritating experience that respondents experienced from a video ad, this result align with one observation from the study of "Product placement on YouTube: An explorative study on YouTube creators' experiences with advertisers" that viewers will lessen their engagement with gaming streamers due to the irritating experience they got from the advertisements. This also

applied to the result in this study as well since the opinion of the respondents show that they have the least level of agreement on *the non-irritation ads provided by streamers,* which will be discussed more in detail.

Based on the results, this section will also discuss two dimensions with the highest and the lowest level of agreement, which are *the entertainment provided by streamers* and *the non-irritation ads provided by streamers.*

Entertainment provided by streamers

The overall level of agreement of Thai viewers, based on the findings of the study, was negative, scoring higher in average than other attitudes of respondents. In other words, it showed that the respondents had a negative attitude towards running a video advertisement in gaming streamers' channels on Youtube.

This dimension covers the entertainment between running a video advertisement and the content provided by gaming streamers. Considering the approach and relation of creators and viewers that the researcher wants to explore, which is shifted from creators and advertisers in the study of "Product placement on YouTube: An explorative study on YouTube creators' experiences with advertisers", the result in the study shows that participants found the entertainment of running a video advertisement and gaming streamers' content to be the most prominent aspect to provide positive attitude for the viewers. This will add up to the controversial issue to be discussed with Mediakix, showing the factor, in this case entertainment included in running a video advertisement and the gaming streamers' content, that contributes to the negative attitude for Youtube viewers. In addition, this also encourages the result

from the study of "Subsequent Reaction to Online Advertisement Disturbance", saying that product placement (running a video advertisement) is going to diminish the brands by some attitude towards product integration such as the connection to personality traits of streamers.

In conclusion, based on the result of the study, *entertainment provided by streamers* is the strongest point for running a video advertisement to be used in online advertising on Youtube. However, running a video advertisement did not receive positive feedback from the respondents, so the companies or communication strategists should be aware of this before choosing to run a video advertisement. Running a video advertisement can still be prioritized for the companies or communication strategists that want to have the image of an entertaining brand. This way, the feedback from the viewers for the advertised brands should receive positive feedback more than focusing on other aspects of attitude from the viewers. As for the contribution of this study to the online advertising field, running a video advertisement receives unsatisfied feedback from the respondents in the study. It is arguable to see if the more samples in the study or the difference in the nationality of the samples will result in a different outcome. The study on running a video advertisement in gaming streamers on Youtube can still be explored furthermore. And to answer the research question 1: what are the factors that decrease the engagement of Thai people towards product placement in gaming streamers' channels on Youtube?, it can be concluded that in this study, as the overall agreement from the respondents result in negative, running a video advertisement will result in the decrease of the engagement of Thai people towards product placement in gaming streamers' channels on Youtube.

__Non-irritation ads provided by streamers__

Compared to other aspects of the attitude of respondents in the study towards running a video advertisement in gaming streamers' channels on Youtube, the non-irritation advertisement dimension provided by streamers showed the least level of agreement among the respondents. The number of agreement levels is also negative, and it can be implied that the respondents thought of running a video advertisement in gaming steamers' channels on Youtube to irritate their content watching experience.

This dimension covers the irritation that will make the viewers stop watching because they are irritated by a video advertisement presented by gaming streamers. Considering the approach and relation of creators and viewers that the researcher wants to explore, which is shifted from creators and advertisers in the study of "Product placement on YouTube: An explorative study on YouTube creators' experiences with advertisers", the result in the study shows that participants found their irritation happened when introduced with a video advertisement and lessen the contribution to provide positive attitude for the viewers. This will add up to the controversial issue to be discussed with Mediakix, showing the most important factor, in this case irritation from viewers after seeing a video advertisement in gaming streamers' channels on Youtube, that creates the negative attitude to Youtube viewers. In addition, this also supports the result from the study of "Subsequent Reaction to Online Advertisement Disturbance", in the way that product placement (running a video advertisement) is going to dominate the brands by understanding the most important factors in some attitude towards running a video advertisement such as the irritation that gaming streamers' channels on Youtube give when run a video advertisement in their channels.

Based on the result of the study, *non-irritation ads provided by streamers* is the weakest point for running a video advertisement to be used in online advertising on Youtube. Moreover, running a video advertisement did not receive positive feedback from the respondents, so the companies or communication strategists should be aware of this before choosing to run a video advertisement. If the companies or communication strategists need to run a video advertisement, they should come up with a way to lessen the irritating experience that running a video advertisement gives to the viewers since it is the least preferable aspect of viewers towards running a video advertisement in gaming streamers' channel on Youtube. As for the contribution of this study to the online advertising field, running a video advertisement receives unsatisfied feedback from the respondents in the study. It is arguable to see if the more samples in the study or the difference in the nationality of the samples will result in a different outcome. The study on running a video advertisement in gaming streamers on Youtube can still be explored furthermore.

Relationship between product placement and gaming streamers' channels on Youtube

This section focuses on the relationship between the attitude towards product placement and gaming streamers' channels. The finding from the correlation analysis revealed that there was a very low association of relationship between two variables, both in product integration and product placement. This means there would be no

change towards the attitude towards product placement when there is a change on gaming streamers' channels on Youtube.

For product integration, the attitude of respondents on running a video advertisement on Youtube and gaming streamers had a very low negative relationship, meaning that there will be no relation to the change in both gaming streamers and product integration when one variable changes. Also, the attitude of respondents towards running a video advertisement on Youtube and gaming streamers had a very low negative relationship, which means the change on either gaming streamers' channel or the aspect of attitudes will not affect each other. This will contribute to the explorative information on gaming streamers on Youtube for the study of "Product placement on YouTube: An explorative study on YouTube creators' experiences with advertisers", it will also support the controversial issue to be discussed with Mediakix, showing more insight to the relationship between product placement and gaming streamers' channel on Youtube.

5.3 Limitation of the research

In general, the research had a usable result that could be further studied in the field of online advertising. However, the current study covers only the respondents in Thailand, which could be the limitation into understanding attitudes which could be different in other cultures. The result can be used for the Thai market aspect only because all the respondents are Thai.

5.4 Recommendation for future research

The current study can be further extended to gain more insights into these variables. In this study, the attitude of Thai respondents on gaming streamers channels on Youtube were focused through a quantitative approach, so the findings of the study were limited to the content and questions in the questionnaire. In the future, researchers should try to expand the data collection method and also use a qualitative research approach to explore more understanding of the variables. For example, in a qualitative approach, conducting focus groups to gain in-depth knowledge of what Thai viewers mean or imply when they think of applying product placement in gaming streamers' channel on Youtube, especially when product placement is categorized into different types the same way as in this study. It will contribute much to the understanding of the attitude towards product placement in online advertising.

Another perspective of study that could be expanded is to study deeper into the effect of each gaming streamers' channel on Youtube. Especially based on the result where respondents in this study score characteristics of gaming streamers as more positive than other aspects of attitude, it is interesting to see how the study deeper on the characteristics of gaming streamers could result.

5.5 Research Implications

The findings of this research provide useful knowledge and more insight to the relationship of Thai viewers towards product placement in gaming streamers channel on Youtube. There are two implications that have been identified.

For the first aspect, this study could be beneficial to the advertising business that relies on the understanding of customers' attitude towards their advertisements. By understanding this, it helps the companies to be able to choose their right marketing

communication strategies with their target audience. In addition, based on the findings of this study, the emphasis on the use of product integration is a more preferable and more effective way of online advertising compared to running a video advertisement on gaming streamers' channel on Youtube. This could help the advertisers to offer the appropriate way that goes along with the purpose of the brands and the advertisers as well. The result also shows that running a video advertisement is not considered effective compared to product integration.

In conclusion, the gaming industry and the study on online advertising will greatly benefit from the result of this study. It will help the related field of this study to be able to explore more about attitudes on gaming streamers on online platforms, especially in the context of Thai people and Youtube platforms. Choosing a more appropriate way to advertise a brand according to the context, in this case the context of gaming content, is the important key to effectively do the online advertising, and more exploring data on the attitude of viewers will also contribute to the other studies on the online advertising.

REFERENCES

AnyMind Group. (2021, October 26). *Social Media Influencer Marketing in Thailand*. https://anymindgroup.com/news/blog/7149/.

Bründl, S., and Hess, T. (2016). Why Do Users Broadcast? Examine Individual Motives and Social Capital on Social Live Streaming Platforms. *PACIS 2016 Proceedings*.

Burgess J (2012) *YouTube and the formalization of amateur media*. In: Hunter D, Lobato R, Richardson M, and Thomas J (eds), Amateur Media. Social, Cultural and Legal Perspectives. New York: Routledge, pp.53–58.

Caffyn, G. (2016, October 18). *UK influencers flout disclosure rules on branded posts*. Digiday. https://digiday.com/marketing/uk-influencers-flout-disclosure-rules-branded-posts/.

Churchill, B. C. B., & Xu, W. (2016). The Modem Nation: A first study on Twitch.tv social structure and player/game relationships. *2016 IEEE International Conferences on Big Data and Cloud Computing (BDCloud), Social Computing and Networking (SocialCom), Sustainable Computing and Communications (SustainCom) (BDCloud-SocialCom-SustainCom)*. https://doi.org/10.1109/bdcloud-socialcom-sustaincom.2016.43

David, G. (2010). Camera phone images, videos and live streaming: A contemporary visual trend. *Visual Studies*, *25*(1), 89–98. https://doi.org/10.1080/14725861003607017

Davies, J. (2016, November 29). *Influencer Marketing Code of conduct*. Digital Marketing Magazine. http://digitalmarketingmagazine.co.uk/digital-marketing-features/influencer-marketing-code-of-conduct/3911.

Dollarhide, M. (2021, October 22). *Social Media Definition*. Investopedia.

https://www.investopedia.com/terms/s/social-media.asp.

Ducheneaut, N., Yee, N., Nickell, E., & Moore, R. J. (2007). The life and death of

online gaming communities. *Proceedings of the SIGCHI Conference on*

Human Factors in Computing Systems.

https://doi.org/10.1145/1240624.1240750

Ewalt, D. M. (2014). How Big Is Twitch's Audience? Huge. *Forbes.* Retrieved from

https://www.forbes.com/sites/davidewalt/2014/01/16/twitch-streaming-video-

audience- growth/#6edd40d0797d

Friedlander, Mathilde B. (2017). Streamer Motives and User-Generated Content on

Social Live-Streaming Services. Journal of Information Science Theory and

Practice, 5(1), 65-84. http://doi.org/10.1633/JISTAO.2017.5.1.5

Game definition and meaning | Collins English Dictionary. (2021). *Game definition*

and meaning: Collins english dictionary. HarperCollins Publishers Ltd. (n.d.).

https://www.collinsdictionary.com/dictionary/english/game.

Gerhards, C. (2017). Product placement on YouTube: An explorative study on

YouTube creators' experiences with advertisers. *Convergence: The*

International Journal of Research into New Media Technologies, *25*(3), 516–

533. https://doi.org/10.1177/1354856517736977

Hamilton, W. A., Garretson, O., & Kerne, A. (2014). Streaming on twitch.

Proceedings of the SIGCHI Conference on Human Factors in Computing

Systems. https://doi.org/10.1145/2556288.2557048

Hilvert-Bruce, Z., Neill, J. T., Sjöblom, M., & Hamari, J. (2018). Social motivations of live-streaming viewer engagement on twitch. *Computers in Human Behavior*, *84*, 58–67. https://doi.org/10.1016/j.chb.2018.02.013

HypeFactory. (2020, September 10). Influencers are transforming the gaming industry, according to analysis by HypeFactory. https://www.prnewswire.com/news-releases/influencers-are-transforming-the-gaming-industry-according-to-analysis-by-hypefactory-301127343.html.

Karahanna, E., Xin Xu, S., Xu, Y., & Zhang, N. (A. (2018). The needs–affordances–features perspective for the use of social media. *MIS Quarterly*, *42*(3), 737–756. https://doi.org/10.25300/misq/2018/11492

Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*, *37*(4), 509. https://doi.org/10.1086/268109

Kaytoue, M., Silva, A., Cerf, L., Meira, W., & Raïssi, C. (2012). Watch me playing, I am a professional. *Proceedings of the 21st International Conference Companion on World Wide Web - WWW '12 Companion*. https://doi.org/10.1145/2187980.2188259

Keegan, M. (2019, December 16). *Esports influencers battle in Their Own Asian Arena: Marketing*. Campaign Asia. https://www.campaignasia.com/article/esports-influencers-battle-in-their-own-asian-arena/456166.

Kemp, S. (2021, October 22). *Digital in Thailand: All the statistics you need in 2021 - DataReportal – global digital insights*. DataReportal. https://datareportal.com/reports/digital-2021-thailand.

Kubix Digital. (2021, October 26). *Positive and negative effects of YouTube ads*. https://kubix.digital/blog/effects-of-youtube-ads/.

Loopr PR & Marketing | Video Game PR, Esports PR, Influencer Marketing. (2021, June 10). *5 social media strategies to grow your gaming community*. https://looprmarketing.com/5-social-media-marketing-strategies-to-grow-your-gaming-community/.

Lu Hsu, J., & Pann, J.-H. (2017). Subsequent reaction to online advertisement disturbance. *International Journal of Business Administration and Management Research*, *3*(3), 1. https://doi.org/10.24178/ijbamr.2017.3.3.01

Mediakix. (2018, September 21). *How youtube product placement videos reach millions*. https://mediakix.com/blog/how-youtube-product-placement-videos-reach-millions/.

Muncy, J. (2015, September 2). *FTC slaps machinima on the wrist for its paid endorsements*. Wired. https://www.wired.com/2015/09/ftc-machinima-microsoft-youtube/.

Munnukka, J., Maity, D., Reinikainen, H., & Luoma-aho, V. (2019). "Thanks for watching". the effectiveness of YouTube vlog endorsements. *Computers in Human Behavior*, *93*, 226–234. https://doi.org/10.1016/j.chb.2018.12.014

Nam, K. J., and Kwon, Y. (2015). How Important are Real-time Communications in TV Watching? A case of AfreecaTV in Korea, In *26th European Regional Conference of the International Telecommunications Society (ITS)*. Madrid, Spain.

Nascimento, G., Ribeiro, M., Cerf, L., Cesario, N., Kaytoue, M., Raissi, C., Vasconcelos, T., & Meira, W. (2014). Modeling and analyzing the video game

live-streaming community. *2014 9th Latin American Web Congress*.

https://doi.org/10.1109/laweb.2014.9

Olejar, T. (2016, September 24). *Define product placement - types and definitions*.

Medium. https://medium.com/product-placement/define-product-placement-

types-and-definitions-634ef3929e4b.

Padhi, A. (2021). *Impact of Youtube Influencers on Consumers' Buying Behavior of

the Gadgets.* European Journal of Molecular & Clinical Medicine.

Pan, R., Bartram, L., & Neustaedter, C. (2016). Twitchviz. *Proceedings of the 2016

CHI Conference Extended Abstracts on Human Factors in Computing

Systems*. https://doi.org/10.1145/2851581.2892427

Qiu, L., Tang, Q., & Whinston, A. B. (2015). Two formulas for success in social

media: Learning and network effects. *Journal of Management Information

Systems*, *32*(4), 78–108. https://doi.org/10.1080/07421222.2015.1138368

Semrush Blog. (n.d.). (2021). *Top 100: The most visited websites in the US [2021 top

websites edition]*. https://www.semrush.com/blog/most-visited-websites/.

Sjöblom, M., Törhönen, M., Hamari, J., & Macey, J. (2019). The ingredients of

Twitch streaming: Affordances of Game streams. *Computers in Human

Behavior*, *92*, 20–28. https://doi.org/10.1016/j.chb.2018.10.012

Smith, T., Obrist, M., and Wright, P. (2013). Live-streaming Changes the (video)

Game, Proceedings of the 11th european conference on interactive TV and

video - euroitv '13. https://doi.org/10.1145/2465958

Techopedia. (2018, April 30). *What is online advertising? - definition from

Techopedia*. Techopedia.com.

https://www.techopedia.com/definition/26362/online-advertising.

Törhönen, M., Giertz, J., Weiger, W. H., & Hamari, J. (2021). Streamers: The new

    wave of digital entrepreneurship? extant corpus and Research Agenda.

    Electronic Commerce Research and Applications, *46*, 101027.

    https://doi.org/10.1016/j.elerap.2020.101027

Tubefilter. (2019, May 7). *More than 500 hours of content are now being uploaded to*

    Youtube every minute. https://www.tubefilter.com/2019/05/07/number-hours-

    video-uploaded-to-youtube-per-minute/.

Wikimedia Foundation. (2021, October 23). *YouTube*. Wikipedia.

    https://en.wikipedia.org/wiki/YouTube.

Zabel C and Pagel S (2016) Wer sind die Creators auf Youtube? Quantitativ-

    qualitative Befragung deutscher Online-Video-Produzenten. Studie im Auftrag

    der Film- und Medienstiftung NRW. (Who are the You- Tube creators?

    Survey of German online video producers. A study initiated by Film- und

    Medienstiftung NRW), Mainz, Ko˙ln, info@filmstiftung.de.

Zhao, Keran & Hu, Yuheng & Hong, Kevin & Westland, (2020). Understanding

    Characteristics of Popular Streamers on Live Streaming Platforms: Evidence

    from Twitch.tv. Journal of the Association for Information Systems.

APPENDIX

Appendix A

แบบสอบถาม: ทัศนคติของคนไทยที่มีต่อกลยุทธ์การวางตราสินค้าในเกมมิ่งสตรีมเมอร์บนยูทูป

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษารายวิชาการวิจัยเพื่อการสื่อสารของนิสิตระดับมหาบัณฑิตด้านการจัดการการ

สื่อสารเชิงกลยุทธ์ คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย เพื่อศึกษาทัศนคติของคนไทยที่รับชมยูทูปต่อกลยุทธ์การวางตรา

สินค้าในช่องของเกมมิ่งสตรีมเมอร์ โดยแบบสอบถามนี้จะใช้เวลาในการตอบทั้งหมดประมาณ 5 นาที ผู้วิจัยจึงใคร่ขอความร่วมมือ

จากท่านในการตอบแบบสอบถามตามความเป็นจริงหรือตามคิดเห็นของท่าน ทั้งนี้ ข้อมูลของผู้ตอบแบบสอบถามทั้งหมดจะถูกเก็บ

เป็นความลับ และจะถูกนำไปวิเคราะห์ในภาพรวม เพื่อนำไปใช้ประโยชน์ในเชิงวิชาการเท่านั้น
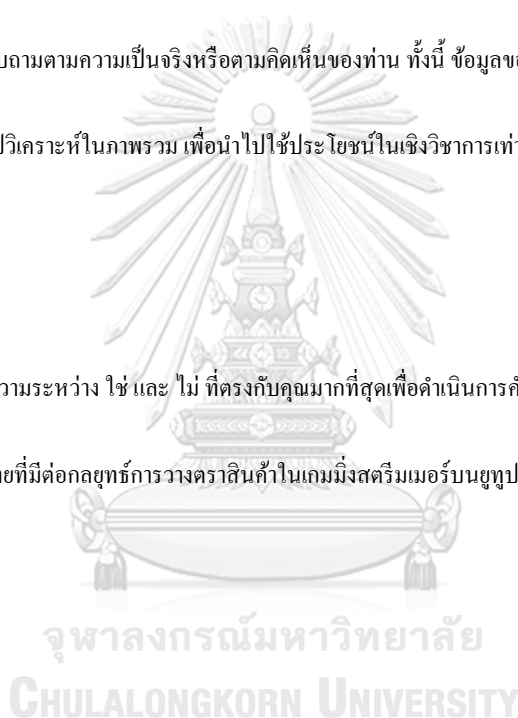
ส่วนที่ 1: คำถามคัดกรอง

คำชี้แจง: กรุณาเลือก 1 ข้อความระหว่าง ใช่ และ ไม่ ที่ตรงกับคุณมากที่สุดเพื่อดำเนินการคัดกรองเบื้องต้นในการทำแบบสอบถาม

เพื่อสำรวจทัศนคติของคนไทยที่มีต่อกลยุทธ์การวางตราสินค้าในเกมมิ่งสตรีมเมอร์บนยูทูป

1. คุณมีสัญชาติไทยหรือไม่

- ใช่

- ไม่ใช่ ⟶ สิ้นสุดแบบสอบถาม

2. อายุ

- ต่ำกว่า 18 ปี ⟶ สิ้นสุดแบบสอบถาม

- 18 - 24 ปี

- 25 - 40 ปี

- มากกว่า 40 ปี

3. คุณได้รับชมเนื้อหาเกี่ยวกับเกมจากเกมมิ่งสตรีมเมอร์บนยูทูปในช่วง 15 มิถุนายนถึง 15 กันยายน ปี พ.ศ2564 หรือไม่

- ใช่

- ไม่ใช่ → สิ้นสุดแบบสอบถาม

4. บนช่องทางยูทูป กลยุทธ์การวางตราสินค้า (Product Placement) เป็นช่องทางหนึ่งที่ได้รับความนิยมมากในการทำ

โฆษณาออนไลน์ ในที่นี้ กลยุทธ์การวางตราสินค้าบนยูทูปสามารถนิยามได้ถึงกระบวนการที่แบรนด์สินค้าจ่ายเงินเพื่อสอดแทรก

ผลิตภัณฑ์ของตนลงในรายการบนยูทูป และในปี 2021 กลยุทธ์การวางตราสินค้าบนยูทูปสามารถจำแนกได้เป็นสองรูปแบบ

ได้แก่

-กลยุทธ์การรวมผลิตภัณฑ์บนช่องทางยูทูป (Product Integration) หมายถึง กระบวนการที่บุคคลหรือองค์กร รวมสินค้าที่

ต้องการโฆษณาเข้ากับรายการบนยูทูป เป็นการที่เจ้าของช่องยูทูปสร้างเนื้อหาที่ใช้เพื่อโฆษณาแบรนด์สินค้าต่างๆด้วยตนเอง

-กลยุทธ์การแสดงโฆษณาบนวิดีโอ (Running A Video Ad) หมายถึง กระบวนการที่บุคคลหรือองค์กรรวมสินค้าที่

ต้องการโฆษณาเข้ากับช่องบนยูทูปโดยตรงด้วยการแนบวิดีโอ ในที่นี้ เป็นการแทรกวิดีโอของแบรนด์สินค้าเข้ามาในช่องยูทูป

ในช่วงต่างๆของเจ้าของช่องยูทูปซึ่งผ่านการยินยอมจากเจ้าของช่องเรียบร้อยแล้ว

คุณเคยสังเกตกลยุทธ์ทั้งสองรูปแบบที่กล่าวถึงข้างต้นจากเกมมิ่งสตรีมเมอร์บนยูทูปในช่วง 15 มิถุนายนถึง 15 กันยายน ปี พ.ศ.

2564 หรือไม่

- ใช่

- ไม่ใช่ → สิ้นสุดแบบสอบถาม

ส่วนที่ 2: คำถามคัดกรอง

คำชี้แจง: กรุณาพิมพ์ข้อความที่ตรงกับคำถามลงในช่องว่าง

1. คุณเคยเห็นกลยุทธ์การวางตราสินค้า (Product Placement) จากเกมมิ่งสตรีมเมอร์ช่องใดบนยูทูป กรุณายกตัวอย่างชื่อ

ช่องของเกมมิ่งสตรีมเมอร์ที่ท่านนึกออกอย่างน้อย 1 ชื่อ

ส่วนที่ 3: มุมมองต่อกลยุทธ์การรวมสินค้า (Product Integration) ในเกมมิ่งสตรีมเมอร์บน Youtube

คำชี้แจง: กรุณาให้คะแนนข้อความดังกล่าวจากความเห็นด้วย/ไม่เห็นด้วยต่อข้อความดังต่อไปนี้เกี่ยวกับมุมมองต่อกลยุทธ์การวาง

ตราสินค้าในเกมมิ่งสตรีมเมอร์ของคุณ โดยจะมีให้เลือกตั้งแต่ 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เห็นด้วยและไม่เห็นด้วย

, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

ในส่วนนี้จะกล่าวถึงมุมมองต่อ "กลยุทธ์การรวมผลิตภัณฑ์บนช่องทางยูทูป (Product Integration)" หมายถึง

กระบวนการที่บุคคลหรือองค์กร รวมสินค้าที่ต้องการโฆษณาเข้ากับรายการบนยูทูป เป็นการที่เจ้าของช่องยูทูปสร้างเนื้อหาที่ใช้เพื่อ

โฆษณาแบรนด์สินค้าต่างๆด้วยตนเอง

1. ฉันเห็นความเชื่อมโยงระหว่างกลยุทธ์การรวมสินค้า (Product Integration) และลักษณะเฉพาะของเกมมิ่งสตรีมเมอร์

(ตัวอย่างเช่น อารมณ์ขัน ความก้าวร้าวในขณะที่กำลังสตรีม และความเปิดกว้างในการรับข้อคิดเห็นหรือคำถาม)

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

2. ฉันเห็นความเกี่ยวข้องของกลยุทธ์การรวมสินค้า (Product Integration) และความเหมาะสมของเกมมิ่งสตรีมเมอร์ใน

การนำเสนอเนื้อหาเกมที่ไปได้ดีกับแบรนด์ที่โฆษณา

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

3. ฉันคิดว่าเนื้อหาเกี่ยวกับกลยุทธ์การรวมสินค้า (Product Integration) ที่นำเสนอโดยเกมมิ่งสตรีมเมอร์ให้ความบันเทิง

กับฉัน

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

4. ฉันพบว่ากลยุทธ์การรวมสินค้า (Product Integration) เป็นวิธีการที่ดีในการทำโฆษณาบนยูทูปเมื่อถูกใช้โดยเกมมิ่ง

สตรีมเมอร์บนยูทูป

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

5.ฉันเห็นด้วยว่าฉันไม่เคยต้องหยุดรับชมเนื้อหาบนยูทูปเพราะฉันถูกรบกวนโดยกลยุทธ์การรวมสินค้า (Product

Integration) ที่นำเสนอโดยเกมมิ่งสตรีมเมอร์

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

6. ฉันรู้สึกว่ากลยุทธ์การรวมสินค้า (Product Integration) ในช่องของเกมมิ่งสตรีมเมอร์ไม่ได้รบกวนฉัน

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

7. หลังจากที่ฉันได้รับชมเนื้อหาที่มีกลยุทธ์การรวมสินค้า (Product Integration) ฉันมีแนวโน้มที่จะหาข้อมูลเพิ่มเติม

เกี่ยวกับสินค้าที่ถูกโฆษณาโดยเกมมิ่งสตรีมเมอร์
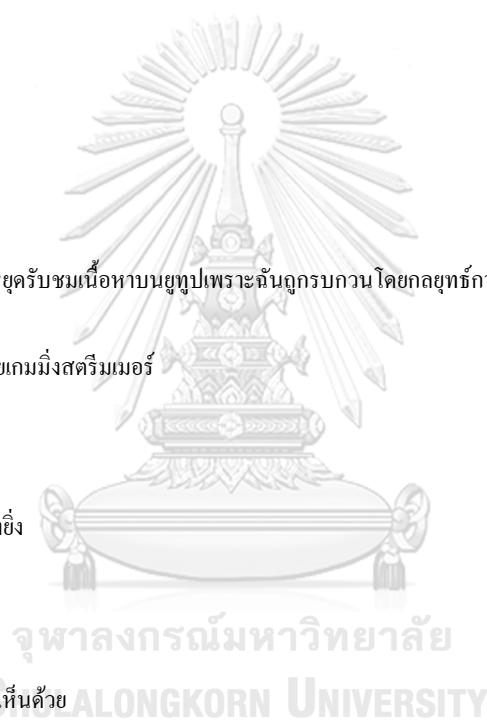
- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

8. ฉันมีความสนใจในเนื้อหาที่มีการใช้กลยุทธ์การรวมสินค้า (Product Integration) ในช่องของเกมมิ่งสตรีมเมอร์

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

ส่วนที่ 4: มุมมองต่อกลยุทธ์การแสดงโฆษณาบนวิดีโอ (Running A Video Ad) ในเกมมิ่งสตรีมเมอร์บน Youtube

คำชี้แจง: กรุณาให้คะแนนข้อความดังกล่าวจากความเห็นด้วย/ไม่เห็นด้วยต่อข้อความดังต่อไปนี้เกี่ยวกับมุมมองต่อกลยุทธ์การวาง

ตราสินค้าในเกมมิ่งสตรีมเมอร์ของฉัน โดยจะมีให้เลือกตั้งแต่ 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เห็นด้วยและไม่เห็นด้วย

, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

กลยุทธ์การแสดงโฆษณาบนวิดีโอ (Running A Video Ad) หมายถึง กระบวนการที่บุคคลหรือองค์กรรวมสินค้าที่

ต้องการโฆษณาเข้ากับช่องบนยูทูปโดยตรงด้วยการแนบวิดีโอ ในที่นี้ เป็นการแทรกวิดีโอของแบรนด์สินค้าเข้ามาในช่องยูทูป

ในช่วงต่างๆของเจ้าของช่องยูทูปซึ่งผ่านการยินยอมจากเจ้าของช่องเรียบร้อยแล้ว

1. ฉันเห็นความเชื่อมโยงระหว่างกลยุทธ์การแสดงโฆษณาบนวิดีโอ (Running A Video Ad) และลักษณะเฉพาะของเกม

มิ่งสตรีมเมอร์ (ตัวอย่างเช่น อารมณ์ขัน ความก้าวร้าวในขณะที่กำลังสตรีม และความเปิดกว้างในการรับข้อคิดเห็นหรือคำถาม)

- 1 - ไม่เห็นด้วยอย่างยิ่ง
- 2 - ไม่เห็นด้วย
- 3 - เห็นด้วยและไม่เห็นด้วย
- 4 - เห็นด้วย
- 5 - เห็นด้วยอย่างยิ่ง

2. ฉันเห็นความเกี่ยวข้องของกลยุทธ์การแสดงโฆษณาบนวิดีโอ (Running A Video Ad) และความเหมาะสมของเกมมิ่ง

สตรีมเมอร์ในการนำเสนอเนื้อหาเกมที่ไปได้ดีกับแบรนด์ที่โฆษณา

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

3. ฉันคิดว่าเนื้อหาเกี่ยวกับกลยุทธ์การแสดงโฆษณาบนวิดีโอ (Running A Video Ad) ที่นำเสนอโดยเกมมิ่งสตรีมเมอร์

ให้ความบันเทิงกับฉัน

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

4. ฉันพบว่ากลยุทธ์การแสดงโฆษณาบนวิดีโอ (Running A Video Ad) เป็นวิธีการที่ดีในการทำโฆษณาบนยูทูปเมื่อถูก

ใช้โดยเกมมิ่งสตรีมเมอร์บนยูทูป

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

5.ฉันเห็นด้วยว่าฉันไม่เคยต้องหยุดรับชมเนื้อหาบนยูทูปเพราะฉันถูกรบกวนโดยกลยุทธ์การแสดงโฆษณาบนวิดีโอ (Running A Video Ad) ที่นำเสนอโดยเกมมิ่งสตรีมเมอร์

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

6. ฉันรู้สึกว่ากลยุทธ์การแสดงโฆษณาบนวิดีโอ (Running A Video Ad) ในช่องของเกมมิ่งสตรีมเมอร์ไม่ได้รบกวนฉัน

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

7. หลังจากที่ฉันได้รับชมเนื้อหาที่มีกลยุทธ์การแสดงโฆษณาบนวิดีโอ (Running A Video Ad) ฉันมีแนวโน้มที่จะหา ข้อมูลเพิ่มเติมเกี่ยวกับสินค้าที่ถูกโฆษณาโดยเกมมิ่งสตรีมเมอร์

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

8. ฉันมีความสนใจในเนื้อหาที่มีการใช้กลยุทธ์การแสดงโฆษณาบนวิดีโอ (Running A Video Ad) ในช่องของเกมมิ่ง

สตรีมเมอร์

- 1 - ไม่เห็นด้วยอย่างยิ่ง

- 2 - ไม่เห็นด้วย

- 3 - เห็นด้วยและไม่เห็นด้วย

- 4 - เห็นด้วย

- 5 - เห็นด้วยอย่างยิ่ง

Appendix B

Questionnaire: Thais' Attitude towards Product Placement in Gaming Streamers on Youtube

This questionnaire is conducted in partial requirement of a professional project, enrolled by a student of M.A. Strategic Communication Management from Faculty of Communication Arts, Chulalongkorn University. The purpose of this questionnaire is to study attitude of Thai people towards product placement in gaming streamers on Youtube

This questionnaire will take approximately 5 minutes. You may request to complete the questions based on your own opinion accurately. The data collected will be analyzed and used for educational purposes only.

Part 1: Screening question

Instructions: Please check (✓) the answer that best represent you

1. Is your nationality Thai?

- Yes

- No (The questionnaire ends here)

2. Are you between 18 - 40 years old?

- Yes

- No (The questionnaire ends here)

3. Do you watch gaming content from gaming streamers on Youtube channel during June 15 - September 15, 2021?

- Yes

- No (The questionnaire ends here)

4. Product integration - when the Youtuber talks or shows the product as part of the video, and the brand is integrated in the content.

Video ad - when a video interrupts the show and there is a commercial break

Have you noticed <u>both</u> kinds of product placement from gaming streamers on Youtube channel during June 15 - September 15, 2021?

- Yes

- No (The questionnaire ends here)

Section 2: Screening question

Instructions: Please write short-answer statement which suits your opinion the most

1.Please give at least 1 name of streamers' channel that you saw product placement in the past 3 months.

Section 3

Attitude towards Gaming Streamers' channel with the use of product integration

Instructions: Please rate the statements below according to your attitude towards product integration in gaming streamers on Youtube by putting a tick mark (✓) under the number, in the scale below: 5= Strongly agree, 4= Agree, 3= Neither agree nor disagree, 2= Disagree, 1= Strongly disagree

1. I can see the connection between product integration and the gaming streamers' characteristics (such as sense of humor, aggressiveness while streaming, and their openness to questions)

- 1- strongly disagree
- 2- disagree
- 3- neither agree nor disagree
- 4- agree
- 5- strongly agree

2. I can see the relation of product integration and gaming streamers' suitability in terms of presentation of gaming content that can go well with the branded content

- 1- strongly disagree
- 2- disagree
- 3- neither agree nor disagree
- 4- agree
- 5- strongly agree

3. I think the content about product integration presented by gaming streamers is entertaining

- 1- strongly disagree
- 2- disagree
- 3- neither agree nor disagree
- 4- agree
- 5- strongly agree

4. I find product placement an effective way of doing advertisements on Youtube when it is introduced by the gaming streamers on Youtube

- 1- strongly disagree
- 2- disagree
- 3- neither agree nor disagree
- 4- agree
- 5- strongly agree

5. I have never stopped watching because I was irritated by product integration presented by gaming streamers?

- 1- strongly disagree

- 2- disagree

- 3- neither agree nor disagree

- 4- agree

- 5- strongly agree

6. I feel that product integration in gaming streamers' channels does not interrupt me

- 1- strongly disagree

- 2- disagree

- 3- neither agree nor disagree

- 4- agree

- 5- strongly agree

7. After watching product integration, I am likely to find more details about advertised products by gaming streamers.

- 1- strongly disagree

- 2- disagree

- 3- neither agree nor disagree

- 4- agree

- 5- strongly agree

8. I am interested in product integration's content in gaming streamers' channels

- 1- strongly disagree

- 2- disagree

- 3- neither agree nor disagree

- 4- agree

- 5- strongly agree

Section 4

Attitude towards Gaming Streamers' channel with the use of running a video ad

Instructions: Please rate the statements below according to your attitude towards

running a video ad in gaming streamers on Youtube by putting a tick mark (✓) under

the number, in the scale below: 5= Strongly agree, 4= Agree, 3= Neither agree nor

disagree, 2= Disagree, 1= Strongly disagree

1. I can see the connection between running a video ad and the gaming streamers'

characteristics (such as sense of humor, aggressiveness while streaming, and their

openness to questions)

- 1- strongly disagree

- 2- disagree

- 3- neither agree nor disagree

- 4- agree

- 5- strongly agree

2. I can see the relation of running a video ad and gaming streamers' suitability in terms of presentation of gaming content that can go well with the branded content

- 1- strongly disagree

- 2- disagree

- 3- neither agree nor disagree

- 4- agree

- 5- strongly agree

3. I think the content about running a video ad presented by gaming streamers is entertaining

- 1- strongly disagree

- 2- disagree

- 3- neither agree nor disagree

- 4- agree

- 5- strongly agree

4. I find running a video ad an effective way of doing advertisements on Youtube when it is introduced by the gaming streamers on Youtube

- 1- strongly disagree
- 2- disagree
- 3- neither agree nor disagree
- 4- agree
- 5- strongly agree

5. I have never stopped watching because I was irritated by running a video ad presented by gaming streamers?

- 1- strongly disagree
- 2- disagree
- 3- neither agree nor disagree
- 4- agree
- 5- strongly agree

6. I feel that running a video ad in gaming streamers' channels does not interrupt me

- 1- strongly disagree
- 2- disagree
- 3- neither agree nor disagree
- 4- agree
- 5- strongly agree

7. After watching a video ad run by gaming streamers, I am likely to find more details about advertised products by gaming streamers.

- 1- strongly disagree

- 2- disagree

- 3- neither agree nor disagree

- 4- agree

- 5- strongly agree

8. I am interested in running video ad's content in gaming streamers' channels

- 1- strongly disagree

- 2- disagree

- 3- neither agree nor disagree

- 4- agree

- 5- strongly agree

Appendix C

Table 4.3 Collected gaming streamer names mentioned by respondents

Channel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Heart Rocker	17	8.5	11.5	11.5
	UngUng Gaming	7	3.5	4.7	16.2
	Aikqch Youtube	2	1.0	1.4	17.6
	Bacon Remix	1	.5	.7	18.2
	Lakoi Channel	2	1.0	1.4	19.6
	Naklas	6	3.0	4.1	23.6
	Cybercasher	1	.5	.7	24.3
	Jairaw	2	1.0	1.4	25.7
	GuyNgid	23	11.4	15.5	41.2
	Jack Papho	1	.5	.7	41.9
	Kappaboy	1	.5	.7	42.6
	Doyser	5	2.5	3.4	45.9
	PorWor	1	.5	.7	46.6
	Bomkonpa	3	1.5	2.0	48.6
	GAZ X2	1	.5	.7	49.3
	Nutpinto	1	.5	.7	50.0
	Jinxmathalos	1	.5	.7	50.7
	zBing	9	4.5	6.1	56.8
	Kit Ngai	13	6.5	8.8	65.5
	Juckqo	1	.5	.7	66.2
	Gao	1	.5	.7	66.9
	IWINTOLOSE	3	1.5	2.0	68.9
	Porban Gaming	1	.5	.7	69.6
	Bacon Remix	9	4.5	6.1	75.7
	Bacon 007x	1	.5	.7	76.4
	Ginger	1	.5	.7	77.0
	Isalindilz	4	2.0	2.7	79.7
	Tako	1	.5	.7	80.4
	Plathong Ch.	2	1.0	1.4	81.8
	Ohbigz	2	1.0	1.4	83.1
	Garren Gamer	1	.5	.7	83.8
	Sleepless	1	.5	.7	84.5
	Memark	3	1.5	2.0	86.5
	Blue	1	.5	.7	87.2
	Krit Bad Blood	1	.5	.7	87.8
	Tonkla	1	.5	.7	88.5
	Sayonara	1	.5	.7	89.2
	Tamaki	1	.5	.7	89.9
	Kimsensei	1	.5	.7	90.5
	Arika ch.	1	.5	.7	91.2
	Miko	1	.5	.7	91.9
	Ad Kong	4	2.0	2.7	94.6
	Ad Of	2	1.0	1.4	95.9
	Airkii	2	1.0	1.4	97.3
	Zy0X	1	.5	.7	98.0
	Mai ch	1	.5	.7	98.6
	Ryoji	1	.5	.7	99.3
	Best Ryota	1	.5	.7	100.0
	Total	148	73.6	100.0	
Missing	System	53	26.4		
Total		201	100.0		

VITA

NAME   Jiraphat Jirappapa

DATE OF BIRTH   03 July 1994

PLACE OF BIRTH Thailand