

Doctoral School of Management  
FORUM – 20 May 2017

PAPER PRESENTATION

Pauline CLAEYS – UCLouvain - LouRIM (CERMA)

**Product Placement in the e-fluencer landscape**

Workshop: E-Business

Type of paper: Conceptual

Abstract:

In this world of crazy broadcasting, where everyone can quickly and easily communicate his opinion on particular topics to viewers from all over the world, some individuals have been able to come out from the crowd (Vernette and Laurent, 2004). They are called “e-fluencers”. Their impact is becoming more and more important due to their particular status. In fact, they can somehow influence, in an informal way, the attitude and the behaviors of their viewers. Before making decision on a product purchase, they seek information in the content of these influencers (Moon and Han, 2011).

This represents an opportunity that private companies did not fail to notice and to take advantage of it. By establishing different partnerships, companies can insert their products in the content realized by the e-fluencers. This commercial practice is called product placement. So far, limited research has been done on this practice in the content of e-fluencers. This is what we will try to do in this paper. We will try to understand the impact of some factors on the consumer’s persuasion. Indeed, the e-fluencer and his content as well as the product placement can vary on some characteristics and impact more or less the memory, the attitude towards the brand and/or the consumer’s purchase intention. The aim is to find how these variables have the best effect on consumers.