

Analysis of Product Placement in Film-induced Tourism: Case Study of *Summer Times*

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ABSTRACT The purpose of this research was to investigate the effects of film-induced tourism and analyze whether the audience would notice messages about tourist attractions and whether this information would affect the audience's intentions toward the tourist attractions. In the experiment, volunteers were asked to watch films with scenic spots, and questionnaires were given before and after the test. The structured questionnaire was designed to collect data on marketing strategy, attitude and travel intentions. The results show that attitudes and travel intentions toward scenic sites are affected by the exposure effects of scenic sites, strength of the link between scenic sites and plot, and the preferences shown through the roles and plot. Attitudes have significant influence on travel intentions. The results of this study show that films are a useful tool to promote tourism.

INTRODUCTION

Film and television media are an influential marketing tool today. Using film and television to develop tourism shows television's marginal utility in the development of the tourism industry. Film-induced tourism is the phenomenon in which people choose to conduct tours to a destination mainly because the place has been featured in a film or on television. Film-induced tourism development can be traced back to the 1950s. *Roman Holiday* was filmed in Rome and Italy, and *The Sound of Music* in Salzburg and Austria, which still attract large numbers of tourists (Holy and Chon 2008). In recent years, due to the combination of tourism and cultural industries, film-induced tourism has resulted in a surge of new trends in the world.

The studies of Riley and Van Doren (1992) have shown that the use of film and television media to promote tourism is a very effective destination marketing tactics. Iwashita (2008) pointed out that the media played an important role when tourists decided where to go sightseeing tours. The study by Kantarci et al. (2017) also concluded that Turkey has earned outstanding success in exporting TV series. It is believed that one of the most important results of exporting TV series is to have impact on the increment of the travel demand to Turkey, which is known as film-induced tourism effect. Tourism indus-

try has also begun to use these media to sell tourist destinations, especially to show their special characteristics. Early development of tourism is only attached to theatrical entertainment because of film and television, but now there are many local marketers to actively cooperate with film and television industry producers. Through the planning of the operation, we can put the attractions into films, television shows and develop local sightseeing. For example, the film "Lord of the Rings" was released to promote the development of tourism industry in New Zealand. In Taiwan, after "lavender", "Green Forest", "Heaven's wedding gown" and many other idol dramas made viewfinder, northern Taiwan has become the most popular idol ribbon attraction. The introduction and promotion of film and television programs has great effect on the promotion of tourism sites.

Film-induced tourism, with its combination of culture and tourism, has become a new direction for the development of the tourism industry today. Therefore, this study aimed to investigate the effect of product placement in films on the development of local tourist attractions and analyze whether watching the movie will affect the audience's attitude toward the attractions and thus affect the audience's intention to visit the tourist attractions. In addition to exploring the relevance of product placement and audience travel intentions, the study also made an

attempt to construct a film-induced tourism model based on intervening variables of attitude. The aims of this study are the following:

- ♦ Understand the subjects' acceptance of product-placement strategies in film and television.
- ♦ Analyze the influence of a product-placement marketing strategy, such as media exposure, congruency with the plot, and positive attitudes of characters and plot, on viewers' attitudes and travel intentions.
- ♦ Study whether attitudes toward attractions would generate an intermediary effect between product-placement strategies and travel intentions.

Literature Review

This section first discusses the concept and phenomenon of film-induced tourism, followed by analysis of the concept of product placement, relationships between attitudes and travel intentions, and integration of product-placement strategy.

Film-induced Tourism

If tourists choose a place or sightseeing attraction for tourist activities because this attraction has been featured in television programs, films, or related media, this travel behavior is called "film-induced tourism," or, more broadly, "media tourism" (Riley et al. 1998; Wu and Hou 2006; Hudson and Ritchie 2006; O'Connor and Gilbert 2008). Film-induced tourism is a popular way to travel today. Riley et al. (1998) and Shu and Zhou (2007) pointed out that the natural scenery, plot and actors in television could all impress the audience, making the site dramatic and potentially attractive and encouraging people to visit the locations where film and television works were filmed.

In recent years, film-induced tourism has gradually increased in the domestic arena but has been more advanced in European countries, where it has been in place for many years, combined with government policies, and has made use of local attractions extensively in film and television. It allows the audience to visit the places seen in the film, resulting in a boom in local sightseeing. The way the destination is highlighted by television can achieve high market penetration and stimulate the audience's inter-

est while changing their ideas about the destination (Kim and Richardson 2003). For example, with the assistance of local policy as well as discussions with film companies, the well-known *The Lord of the Rings* film trilogy led the development of film-induced tourism in New Zealand (Buchmann et al. 2010). Other films have also created demand for specific destinations featured as film and television locations. For example, after Jin Yong's martial arts drama film *Swordsmen* was shot in a large Buddhist temple in Xinchang, there was a substantial increase in Xinchang tourists, and tourism has become a pillar industry there (Wu 2006). The drama *Winter Sonata* attracted foreign tourists to Gangwon. *Forrest Gump* led to an increase in tourism in the US city of Savannah, Georgia (Riley et al. 1998). The film *Braveheart* has driven Scotland's tourism industry (Liao 2006; Hudson and Ritchie 2006). Since the release of *Crocodile Dundee*, American tourists in Australia's Kakadu National Park have increased compared to previous years (Riley et al. 1998; Busby and Klug 2001; Beeton 2004). A popular reality show, "Where are we going, Dad?" was the focus of this study. The empirical results indicate that audience involvement influences tourists' behavioral intentions through the mediating role of cognitive and affective images. The findings contribute to an improved understanding of how audience involvement affects tourist behavioral intentions, and the extent to which destination image mediates the relationship (Fu et al. 2016).

In Taiwan, the domestic film *Monga* was shot in Wanhua, and after the film was released and received well, Longshan Temple and Old Street tourism increased. The film *Black and White* has dramatically increased the popularity of many places, such as the Kaohsiung Sunbeam pier, Kaohsiung, Dream Mall, the Eighty-Five Building, and the Kaohsiung sites of love scenes, which has led to a tourism boom inspired by its ruffian hero. The domestic film *Cape* not only made a record USD 520 million at the box office, it also resulted in consumers' heightened intentions to engage in film-induced tourism at area attractions in Pingtung County Car City, Hengchun, and Kenting (Huang 2008). After films such as *Lavender*, *Green Forest*, and *Heaven's Wedding Gown* were shot at Taoyuan Dasi Farms, northern Taiwan became the most popular idol attraction, including the Flying Cow Ranch, flower farms, and Tomita farms (Lin 2004).

The film-induced tourism industry has witnessed a surge of strong trends around the world, which will continue to stimulate tourism demand. It can induce local television viewers to go on sightseeing tours and bring more tourists in, promoting local economic growth. The potential of film-induced tourism is great, and it has become the most developed trend with strong advantages for sightseeing (Urry 1990; Kim and Richardson 2003; Connell 2005).

Product Placement

Balasubramanian (1994) defined "product placement" as a paid product message aimed at influencing movie (or television) audiences via the planned and unobtrusive entry of a branded product into a movie (or television program). Product placement, by way of pay or interest exchange, strategically places the product, brand name, trademark, or other related product information into media content of any form, including films, TV shows, computer games, or novels. It is an attempt to combine lifestyle cues in context to increase the awareness and appeal of the product or brand and thus strengthen positive emotions and the identity of the products on the part of the consumer, thereby affecting consumer attitudes and purchase intentions (Gupta and Lord 1998; Gould et al. 2000; Hsu and Huang 2005; Liao 2006). Product placement is already widely used in the advertising and marketing industries, and film and television media in particular place a large amount of product information in story content.

Product placement can also be said to be a permeable or smuggling ad type, which means strategically and stealthily trying to integrate advocacy messages and concepts into multimedia to enhance the impressions of the audience and establish a persuasive message. The difference between this and commercial practices of traditional advertising is that this kind of advertising aims to communicate gently with consumers. The success of product placement has resulted in a growing number of advertisers following the trend and placing product-related information in episodes of dramas, expecting the audience to receive product information unconsciously to achieve the purpose of promoting their products. While commercial product-placement messages are less intense than advertising, research shows that product placement is in low-involvement situations where subjects construct unconscious perceptions, and the re-

sults prove better than the average of advertising, making it an effective marketing tool (Lin 2004).

Product Placement Marketing Strategy

Lin (2004) pointed out that the main concept of film and television marketing for product placement is deliberately stressing a piece of merchandise in TV series or films, allowing subjects to watch programs while simultaneously achieving the effect of advertising. Situations are incorporated into the film or TV series to produce the effect of persuasive branding, covertly passing product information to film and TV viewers (who are also target consumers) to increase consumer preference for the product or brand or even create sales. Basically, the audience does not know the purpose is to sell goods, and they will see the product as real-life general merchandise in the film. However, the effect of inducing the purchase is real.

In the 1970s, product placement in films was just a loose concept of props. In practice, it was usually a by-product of public relations, and the sponsor would lease the product to the film studios for use without pay. By the 1980s, product placement began to develop into more structured, commercial marketing activities, with both advertising and public relations functions. Sponsors began to give a fixed amount to film companies in exchange for showing products favorably and also to gain more control over the messages in the product placement. Therefore, goods or trademarks such as mobile phones, instant cola, beer, watches, sporting goods, racing cars, or even government propaganda are likely to be placed in a film or TV show through planned arrangements. This is one of the sources of large number of media funds. The red racing car appearing in the film *Graduates* in the 1960s can be described as a precedent for product placement. BMW often paid large sums for placement in the James Bond series, making the car the star's dedicated car, which is a typical product-placement practice. In the film *Forrest Gump*, the running shoes worn by Tom Hanks were not an accidental placement, as they were a deliberate product placement by advertisers (Lin 2004; Hsu and Huang 2005).

Product placement has become a new marketing strategy. Because of its complexities, there is not yet a consensus on marketing strategies on television. Plot visual placement, congruency with the plot, and positive attitudes on the

part of the characters and plot are all key elements of product-placement marketing strategy and will be discussed below.

Plot Visual Placement

So-called significant placement means that cultural contents such as related events, activities, art, ideas, and other elements involved in film and television work can effectively penetrate to consumers and promote the development of the industry. Karrh et al. (2003) pointed out that the more crucial the product appeared in the television series, the better it was at attracting the attention of consumers, giving the product a high degree of positive recognition. Balasubramanian et al. (2006) thought that the more significantly the product was placed, the more easily the audience would identify the product. Gupta and Lord (1998), Russell (2002), and Wu and Hou (2008) also pointed out that a smoothly placed product as well as an obvious introduction can create more positive attitudes and intentions to buy the product in consumers. Lin (2004) also confirmed that when tourist products were presented in a way parallel to film and television, it could improve the recall of viewers. The longer the product was exposed, the longer the viewers watched, and the more tourism intentions improved.

Congruency With The Plot

The more closely product placement fits in with story content, the easier it is for consumers to have a positive attitude and high product purchase intentions. Percy (2006) analyzed consumers' positive attitudes and buying behavior and found they are strongly dependent on the combination of product brands and album content. The better the degree of correlation between the two, the more easily the album being advertised is perceived by consumers. Balasubramanian et al. (2006) indicated that the stronger the relevance of product and story, the easier it was to increase consumers' positive attitudes and purchase intentions. Gupta and Lord (1998) pointed out that when product manufacturers and filmmakers coordinate product placement, both must agree to cooperate in terms of the product and film content such that consumers will more easily identify the product and be willing to buy it. Hsu and Huang (2005) stressed that in product placement within idol dramas, the

product and drama must complement each other, so the media company will communicate with the program editor, effectively linking the two to create a consistent advertising demand. Russell (2002) found that product placement in films can become a part of the plot and take an important position. He also used a simulation scenario and found that after 27 minutes of a situational comedy, viewers commonly reacted, that is, when product placement was related to the plot to a high degree, it was more likely to be remembered.

Positive Attitude From Characters and Plot

Story, compelling narrative, multivariate description techniques, and exciting acting performances can build complex relationships among linked plot, the characters, and the audience. Balasubramanian (1994) pointed out that if a manufacturer can incorporate product placement into the roles played by consumers, it could promote the use of the products in imitation, especially if positive results are seen when characters use the products. Miciak and Shanklin (1994) believed that the use of internationally renowned stars can encourage consumers to immediately meet the cognitive demands of advertising, which can save marketing costs on the promotion of products so the funds can be used for less well-known branches. Wu and Hou (2008) pointed out that product placement with a stimulus viewers will evaluate positively, such as a film star or album content, will have a positive impact on consumer response because the story and drama idols are able to get the audience's attention and provide the product placement with relevance. Therefore, the view of audience of the story and the characters will affect consumer attitudes toward product placement.

RESEARCH METHODOLOGY

The purpose of this research was to attempt to understand the impact of product-placement strategies on consumer attitudes and tourism intentions toward tourist attractions. The research method used was an experimental design. The first test questionnaire was administered before participants watched the film. Once the questionnaire was completed, the subjects watched the film, and then took an after-test questionnaire. The researchers then analyzed the relationship between these variables.

Case Study-Summer Times

Summer Times is a poignant love story focusing on a girl studying in Taipei who makes a summer return to Kinmen with two boys out of the youth spectrum sunlight. In *Summer Times*, the director used product placement to cleverly bring out features and attractions of Kinmen one by one. *Summer Times* was shot throughout Kinmen, and the story combined animals native to Kinmen (for example, the blue-tailed bee-eater, horseshoe crab, worm), battlefields, cultural characteristics, summer sorghum fields, and island beauty with a rich plot.

Research Structure

This study used the results of the integration of the literature review to analyze the effects of emphasis on tourist attractions, congruency with the plot, subject preferences of characters and plot, and other marketing strategies on customers' sightseeing attitudes and travel intentions, and aimed to study whether the attitude toward tourist attractions has a significant effect on the aforementioned intermediary of product-placement strategies and travel intentions.

At the same time, the effects of demographic variables were controlled. The research framework is shown in Figure 1.

Operational Definition and Measurement of Variables

1. Plot visual placement: The extent of sightseeing shown in the film.
2. Congruency with the plot: The extent of related links between the attractions appearing in the film and the story content.
3. Attitudes of characters and plot: The degree of personal preference of the plot of the film content and idol drama roles.
2. Change in attitude toward tourist attractions: Whether viewer personal preference changed before and after watching the film regarding specific spots.
3. Travel intentions: Personal intention to see the tourist attractions before and after seeing the film.

On the basis of the foregoing review of the literature and the research purposes, the hypotheses of this study are as follows:

Hypothesis 1: The subject's attitude toward attractions significantly correlates with product placement strategies.

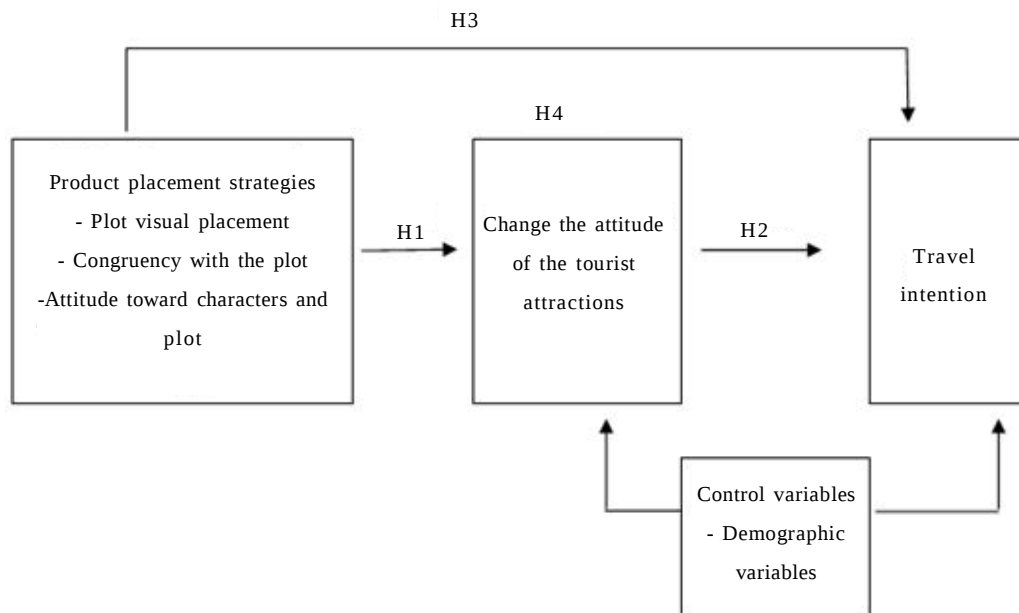


Fig. 1. Research framework
Source: Author

H1-1: The subject's attitude toward attractions has a significant correlation with the degree of plot visual placement.

H1-2: The subject's attitude toward attractions has a significant correlation with the degree of congruency with the plot.

H1-3: The subject's attitude toward attractions has a significant correlation with the subject's attitude toward characters and plot.

Hypothesis 2: The subject's attitude toward attractions has a significant correlation with the subject's travel intentions.

Hypothesis 3: The product placement strategy of tourism has a significant correlation with the subject's travel intentions.

H3-1: The degree of plot visual placement has a significant correlation with the subject's travel intentions.

H3-2: The degree of congruency with the plot has a significant correlation with the subject's travel intentions.

H3-3: The subject's attitude toward characters and plot has a significant correlation with the subject's travel intentions.

Hypothesis 4: The subject's attitude toward the attraction has an intermediary effect between the product placement strategy of tourism and the subject's intentions.

Research Method

Questionnaire Design

This study included pre- and post-test questionnaires. The pre-test consisted of a questionnaire on subjects' acceptance level in terms of the "attitude toward the tourist attractions," "travel intentions," and other factors before watching the film. The post-test questionnaire survey mainly referred to subjects' cognition of "plot visual placement," "congruency with the plot," and "attitudes of characters and plot" after watching the film, and again measured subjects' acceptance levels in terms of "attitude toward the tourist attractions," "travel intentions," and other factors. The question items used a 5-point Likert scale, measuring from "strongly disagree" to "strongly agree". The questionnaire also surveyed subjects' demographic variables.

Sampling and Investigation Program

This study took college students from the first to fourth year as subjects, and a random cluster sampling method was used, extracting students of Chia Nan, Shih Hsin, TOKO, Chung

Hua, Taoyuan Innovation, Ta Hwa, and National Taiwan Normal University from different departments and classes for the experimental operation and questionnaire. The investigation program consisted of playing videos in an audiovisual classroom and conducting field experiments. Pre-test questionnaires were given before the video playback, and post-test questionnaires were conducted to determine whether the video affected the subjects' attitudes and travel intentions after seeing the film. The survey was conducted from February to April 2011.

Data Analysis Methods

The results of the survey were analyzed using the SPSS software package. Analytical methods mainly include descriptive statistics, correlation analysis, hierarchical regression analysis, and so on.

OBSERVATIONS AND DISCUSSION

Basic Data Analysis of Sample

In this study, 643 samples were taken, where men accounted for 41.1 percent and women accounted for 58.9 percent. Students at tourism colleges accounted for 47.4 percent. The vast majority of subjects (90.4%) had not been to Kinmen. Basic information on sample analysis can be seen in Table 1.

Reliability and Validity of Samples

In terms of reliability, this study used the SPSS software to perform Cronbach's α reliability analysis, which determined that the scale has good consistency, and the content analysis results are shown in Table 2. Nunnally (1978) recommended that the Cronbach's α coefficient be greater than 0.7, and the representative had a good reliability, but the minimum should be more than 0.6. In addition, in this study, the α of the degree of interest was slightly below 0.7 (0.670), which is still within the acceptable range, and the values for the other factors were more than 0.8, showing that the scale is reliable.

In terms of validity, according to the relevant literature and basic theory, the study designed a scale entry draft, revised it, and asked to complete contents of items, which gives the contents of a certain degree of validity. The study also used confirmatory factor analysis to examine the validity of the scale. Principal component analysis and the varimax premax were shafted,

Table 1: Basic information on sample analysis

	<i>Sample number</i>	<i>Percent</i>
<i>Gender</i>		
Men	266	41.4
Women	377	58.6
<i>College</i>		
Tourism College	304	47.4
Management College	85	13.2
Institute of Technology	103	16.0
Others	150	23.4
<i>School Year</i>		
First	245	37.5
Second	136	20.8
Third	157	24.0
Fourth	101	17.7
<i>Monthly Disposable Amount/NT dollars</i>		
< 4000	207	32.7
4001~6000	161	25.4
6001~8000	106	16.7
≥8000	159	25.1
<i>Ever Been to Kinmen?</i>		
Yes	62	9.6
No	585	90.4

Table 2: Validity analysis results

<i>Items</i>	<i>Cronbach's α</i>
Plot visual placement	.842
Congruency with the plot	.670
Attitude toward characters and plot	.846
Attitude towards attraction	.837

and the eigenvalue was greater than 1. When the standard variation extract value is over 0.5, that is, when the factor loading is greater than 0.5, there is good discriminate validity among the various facets (Deng 2007). Analysis showed the KMO (Kaiser-Meyer-Olkin) test was 0.913, and Bartlett's ball test yielded $p=0.000$. The analysis of the construct validity of the questionnaire and the cumulative variance was explained to 57.273 percent, so the construct validity of the questionnaire is good. Product placement marketing strategy analysis is shown in Table 3.

Table 3: Confirmatory factor analysis of product-placement marketing strategy

<i>Variables</i>	<i>Factor 1</i>	<i>Factor 2</i>	<i>Factor 3</i>	<i>Eigenvalue/ cumulative explained variance (percent)</i>
<i>Plot Visual Placement</i>				39.201
Kinmen recreation spots appear in the movie for significant amounts of time.	.593			
Kinmen recreation spots are repeatedly shown in the movie.	.326			
Kinmen attractions are always presented in a compelling way.	.758			
The drama presents the landscape features of Kinmen	.781			
I am impressed by the appearance of Kinmen in this film.	.760			
The dialogue mentions Kinmen attractions with high frequency.	.393			
Kinmen attractions are always mentioned at important opportunities.	.451			
The characters always mention Kinmen features.	.580			
<i>Congruency with the Plot</i>				51.331
Kinmen attractions play an important role in the drama.		.603		
Kinmen attractions have connectivity with the plot.		.573		
If these spots did not appear in the movie, the feeling would be different.		.421		
<i>Attitude Toward Characters and Plot</i>				57.273
I will collect male (female) protagonist-related information.			.879	
I would want to watch the male (female) protagonist starring in a drama.			.904	
The males or females in this movie are attractive.			.834	
The movie gives me a unique experience or feeling.			.613	
Watch the play is a real experience or feeling			.481	

KMO = .913, Bartlett ball-type test =4206.537 (degree of freedom =120, $p=.000$)

The Relationships Between Product Placement Strategies, Potential Tourists' Intentions, and Tourist Attitudes Toward Attractions

Subject's attitudes toward attractions significantly correlated with product placement strategies.

Correlation analysis was used to test the relationship between film and television marketing and the subjects' attitudes toward tourist attractions. The analysis results are shown in Table 4. Each product placement strategy shows a significant correlation with viewers' attitudes toward Kinmen ($r = 0.491 \sim 0.539$), the most relevant of which is plot visual placement ($r = .539$, $p = .000^{**}$), which verified the previous studies, that is, the more striking the product-placement method, the more it attracts the attention of consumers (Gupta and Lord 1998; Russell 2002; Karrh et al. 2003; Balasubramanian et al. 2006; Wu and Hou 2008). This was followed by attitudes toward characters and plot ($r = .508$, $p = .000^{**}$), which shows that when the display is into consumer preferences irritants, such as film stars, the story content, consumers will have a positive reaction, which is more likely to improve consumer product attitudes and purchase intentions (Balasubramanian 1994; Wu and Liang 2008). Congruency with the plot also has a significant correlation ($r = .491$, $p = .000^{**}$) (Balasubramanian et al. 2006; Percy 2006). Therefore, Hypotheses 1 and H1-1, H1-2 and H1-3 are supported.

The Relationship Between Attitudes and Travel Intentions

The product placement content analysis results in Table 4 also show that using correlation analysis to analyze the correlation between attitudes toward Kinmen and travel intentions gives $r = .757$, $p = .000^{**}$. Therefore, the results support Hypothesis 2.

This finding is consistent with previous studies, in which Woodside and Lysonski (1989) showed that passengers holding a positive attitude toward sightseeing would affect intentions of travelers to visit tourist attractions. Chen (2010) studied product-placement patterns and the commodity marketing effect on a film set in Cape Rumalasang and found that attitudes toward emerging trade positively affected the audience's intention to buy.

The Relationship Between Product Placement Strategies and Travel Intentions

The correlation analysis between product placement strategies and attitude and travel intentions in Table 4 shows that product-placement strategies are related to travel intentions, where correlation of plot visual placement and intention to visit Kinmen is $r = .465$, $p = .000^{**}$. This result is consistent with the findings of Russell (2002), Gupta and Lord (1998), Lin (2004), and Wu and Liang (2007), among others. The degree of congruency with the plot and travel intentions correlation is $r = .413$, $p = .000^{**}$, which is a significant correlation. This result is the same as the one Balasubramanian et al. (2006) and Gupta et al. (2000) emphasized. The travel intentions and attitudes of characters and plot correlation is $r = .466$, $p = .000^{**}$, indicating a significant correlation is also found. This is the same as what Balasubramanian (1994) and Miciak and Shanklin (1994) concluded. Therefore, Hypotheses H3-1, H3-2, and H3-3 are supported.

Table 4: Correlation analysis between product-placement strategies, attitude, and travel intentions

	<i>Attitude to Kinmen</i>	<i>Travel intentions</i>
Plot visual placement	.539 (.000 ^{**})	.465 (.000 ^{**})
Congruency with the plot	.491 (.000 ^{**})	.413 (.000 ^{**})
Attitude of characters and plot	.508 (.000 ^{**})	.466 (.000 ^{**})
Attitude toward attraction	—	.757 (.000 ^{**})

Mediator Effect Analysis of Attitude Between Product Placement Strategies and Tourism Intentions

For the mediator test results in Hypothesis 4, the study used the method Baron and Kenny (1986) proposed to confirm whether attitude toward attractions is a mediator variable of product placement strategies and travel intentions. In the first analysis, because the impact of congruency of the photon the degree of intention was not significant ($p = .068$), this item was deleted from further analysis. Analysis of the obtained 3-regression equation was performed, as shown in Table 5. Among the models, Model 1 is the analysis of independent variables (plot visual

placement, attitude of characters and plot) and intervening variables (attitude toward Kinmen), and Model 2 is the analysis of independent variables (plot visual placement, attitude of characters and plot) on the dependent variable (travel intentions). Model 3 means both independent variables and the mediator variable are added, conducting regression analysis to calculate the significance and the standardization β value.

According to the mediator effect test method of Baron and Kenny (1986), a number of conditions should be met. First, independent variables should be able to significantly predict the mediator variable. As is obvious from the results in Table 5, the analysis of independent variables (plot visual placement, attitude of characters and plot) to the mediator variable (attitude toward Kinmen) shows the F value is 70.367 (.000**), and one can see the independent variables can significantly predict the mediator variable. Second, independent variables should be able to significantly predict the dependent variable. The regression equation of independent variables (plot visual placement, attitude of characters and plot) and dependent variables (tourism intentions) has a significantly positive correlation, $F=75.934(.000^{**})$. Third, mediator variables should significantly predict the dependent

variable. In the regression analysis of independent variables and mediator variables at the same time as the dependent variables, the intermediary variables (attitude toward the Golden Gate) can significantly predict the dependent variable, $t=6.509(.000^{**})$.

After adding a mediator variable into Model 3, the entire regression model becomes better (adjusted $R^2=0.282$). Because of condition four in the test of mediator variables, the effects of independent variables versus dependent variables are less in Model 3 than in Model 2. In Model 3, the two independent variables from product placement strategies and the mediator variable (attitude toward Kinmen) may have effects on the dependent variable (travel intentions toward Kinmen). The result shows that the β value of cognitive exposure drops from .518(.000**) to .429(.427). This indicates that the addition of attitude toward Kinmen decreased the effect of cognitive exposure on travel intentions to Kinmen. The β value of preference drops from .344(.000**) to .319(.000**). This means attitude toward Kinmen also decreases the effect of preference on travel intentions to Kinmen. Therefore, Hypothesis 4 is partially supported. This proves attitude toward Kinmen has a partial mediator effect between the product placement

Table 5: Regression analysis of attitude toward Kinmen for product-placement strategy and travel intentions

	<i>Attitude</i>		<i>Travel intentions</i>		<i>Travel intentions</i>	
	<i>Model 1</i>		<i>Model 2</i>		<i>Model 3</i>	
	<i>Standardized β value</i>	<i>t value</i>	<i>Standardized β value</i>	<i>t value</i>	<i>Standardized β value</i>	<i>t value</i>
<i>Independent Variables</i>						
Plot visual placement	.510	6.258 (.000**)	.518	7.855 (.000**)	.429	1.158 (.247)
Attitude of characters and plot	.113	2.942 (.000**)	.344	7.007 (.000**)	.319	6.617 (.000**)
<i>Mediator Variables</i>						
Attitude					.192	6.509 (.000**)
<i>Controlled Variables</i>						
Gender	.117	3.863 (.000**)	.018	.376 (.752)	-.026	3.796 (.000**)
R^2	.255		.268		.287	
Adjusted R^2	.252		.265		.282	
F value	70.367 (.000**)		75.934 (.000**)		61.636 (.000**)	

Note 1: * $p<0.05$; ** $p<0.01$

Note 2: Model 1: Independent variables on mediator variables

Model 2: Independent variables on dependent variables

Model 3: Independent variables and mediator variables on dependent variables

*Because the impact of congruency with the plot on travel intention is not significant ($t=1.829$, $p=.068$), this item was deleted from further analysis.

strategy of tourism and the subject's intentions. This means attitude toward Kinmen has a partial mediator effect between plot visual placement, attitudes of characters and plot, and travel intentions to Kinmen.

CONCLUSION

In the past, discussion of product placement has tended to focus on product orientation. Now it has extended to the marketplace. With the popularity of film-induced tourism, local marketers realize the influence of TV shows and films on the audience, and then actively apply it to tourism marketing. This study mainly explored whether film product placement affects the attitudes of the audience toward attractions and tourism intentions. The results show that marketing strategies such as plot visual placement, congruency with the plot, and attitude of characters and plot positively affects all subject attitudes and intentions toward tourist attractions. The results of the study confirm that if tourist attractions are placed in television programs or films, this will successfully promote tourism marketing. In this study, in addition to product placement to explore relevance and travel intentions, the mediator role of tourist attractions between marketing strategy and intentions of consumers to visit were tested. The results prove that the mediator effect contributes to the overall understanding of the intentions of tourists.

RECOMMENDATIONS

If tourist attractions are placed in television programs or films, this will successfully promote tourism marketing. In addition to product placement to explore relevance and travel intentions, the mediator role of tourist attractions between marketing strategy and intentions of consumers to visit were tested. The mediator effect contributes to the overall understanding of the intentions of tourists.

LIMITATIONS

The main limitations of this study are that measuring plot visual placement, congruency with the plot, and attitude of characters and plot are subjective questionnaire opinions, and how to objectively measure these values and their effects, such as measure of exposure (length of

image appearances, occurrences of images) deserves further exploration. The questionnaire subjects are college students, and in general, the results can apply only to college students. Although criticized by many scholars, this is a topic to be discussed in the future.

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