

The Success of Product Placement: Integrating the National Brand in POP

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Abstract

This study investigates the Pop Wave phenomenon in recent years and looks at the effectiveness of product placement in pop contents. Korean entertainment and popular contents have exported throughout Asia and have affected abnormal tourism demand from East Asian countries to Korea. Using Markov regime switching model, we analyze the product placement effects embedded in the Korean Wave and show two distinct trends. The study illustrates that product placement is a powerful marketing strategy and highlights the importance of understanding the economic drivers and consequences of product placement.