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# A Consumer Experience Study of Embedded Advertising Based on the Critical Incident Technique (CIT): From the Perspective of Satisfactory and Dissatisfactory Incidents

**[1] I-Ching Chen, [2] Qiumin Ye**

[1] Associate Professor, School of Economics and Management, Zhaoqing University, Zhaoqing, Guangdong 526060, China
[2] Undergraduate, School of Economics and Management, Zhaoqing University, Zhaoqing, Guangdong 526060, China

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Corresponding Author: **I-Ching Chen**

**Abstract**

With the rise of self-media platforms, the substantial traffic they generate has provided new opportunities for the development of embedded advertising. This study employs the Critical Incident Technique through questionnaire research to understand that current embedded advertising has advantages such as integration into plot, embedding in specific scenes, high-quality content advertising, creative advertising formats, and implicit brand placement. These approaches promote brands more naturally, facilitating greater consumer acceptance. However, issues related to plot integration, scene adaptability, advertising frequency, pop-up technology, and advertising content quality also generate negative consumer emotions, leading to dissatisfaction. This study investigates embedded advertising from the consumer perspective, addressing existing issues in embedded advertising and aims to provide constructive recommendations for its development, with the hope of promoting its progress.

**Keywords:** Critical Incident Technique, Embedded Advertising, Consumer Experience

## 1. Introduction

The rapid development of media formats such as TV dramas, films, variety shows, and short videos has brought new opportunities to the advertising industry. Compared to traditional advertising, embedded advertising distinguishes itself by presenting a more natural form that is easier for consumers to accept, progressively entering the public's awareness. Currently, embedded advertising has matured and delivers significant economic benefits to businesses, allowing consumers to receive information more naturally. Although embedded advertising has reached a relatively mature stage, issues requiring improvement still exist. These issues impact consumers' viewing experiences and cause dissatisfaction, thereby contradicting the original purpose of embedded advertising and hindering brand owners from achieving the anticipated returns on advertising investments. Existing research primarily focuses on the value of embedded advertising and its implementation methods, with relatively few studies examining it from the consumers' experiential perspective. Accordingly, this study investigates consumer experiences of embedded advertising using the Critical Incident Technique (CIT). This study systematically analyzes consumer dissatisfaction experiences with current embedded advertising and proposes constructive suggestions to enhance advertisers' design approaches, improve brand effectiveness, and provide consumers with a better experiential outcome.

## 2. Literature Review

### 2.1 The Current Development of Embedded Advertising

Embedded advertising is a form of indirect advertising that integrates product brands within various media videos (Babacan *et al*., 2012) [1]. Embedded advertising naturally introduces brands and products into consumers' view, effectively disseminating brands, increasing brand awareness, and enabling brands to reach consumers with demand for flat shooting more efficiently (Gündüzyeli & İpek, 2025) [2]. Embedded advertising emerged in films at the end of the 19th century. In 1896, a 'Sunlight Soap' poster appeared in a short film by the Lumière brothers, regarded as the earliest form of embedded advertising. The 20th century witnessed the development of embedded advertising.

In the 1945 film 'Mildred Pierce,' Jack Daniel's whiskey paid for embedded advertising, marking the transition from incidental

exposure to deliberate commercial practice (Martín, 2021) [3]. The embedded advertising of Reese's Pieces candy in the 1982 film 'E.T. the Extra-Terrestrial' caused a dramatic increase in the brand's sales, enabling advertisers and brand owners worldwide to fully recognize the powerful impact of embedded advertising. This event represented a pivotal turning point for embedded advertising (Martín, 2021) [3]. With the rise in embedded advertising, the industry has become more professionalized and standardized. Currently, embedded advertising has evolved into a mainstream advertising form that complements traditional advertising, enabling brands to reach consumers more covertly and effectively, thereby enhancing brand recall and favorability (Martín, 2021) [3]. Embedded advertising, as a core advertising strategy, continues to increase in value and plays a crucial role in enhancing brand recognition, recall, and sales (Wu *et al*., 2023) [4].

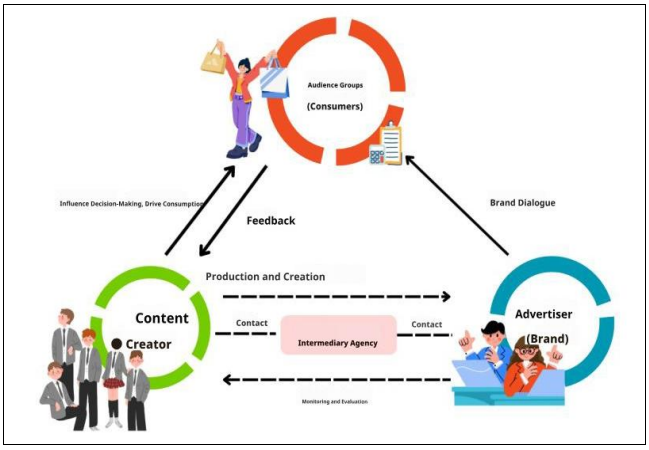


**Fig 1:** Interaction flowchart of roles within the embedded advertising ecosystem

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**Fig 1**As shown in Fig 1, the main roles in the embedded advertising ecosystem constitute a complex, multi-party structure, including advertisers, content creators, intermediaries, and the consumers. Advertisers typically purchase advertising impressions through intermediary agencies, stimulating, guiding, and facilitating dialogues both among consumers and related to the brand, aiming to influence the purchase decisions of the target audience (Balseiro *et al*., 2021; Liu-Thompkins *et al*., 2020) [5, 6]. Intermediary agencies are responsible for linking advertisers with content creators (or publishers), creating value for all parties through this process (Balseiro *et al*., 2021) [5]. Content creators contribute original or derivative content, demonstrating the highest level of brand-related proactivity and engagement. The large volume of content data they generate can be modeled and analyzed using expressive methods in computational advertising, thereby characterizing complex advertising objects, environments, and stakeholder behaviors. Advertisers are capable of large-scale monitoring and evaluation of creators and their content. (Liu-Thompkins *et al*., 2020) [6]. The target audience refers to the group influenced by the advertisement. The audience of embedded advertising may vary due to the different contexts in which the product or brand is situated. When advertisers invest in advertising, the audience for embedded advertising may be highly diverse. Advertisers emphasize audience characteristics and focus on strategically aligned embedded advertising placements consistent with both the content and the target audience (Kohut, 2024; Liu-Thompkins *et al*., 2020) [7, 6].

### 2.2 Effects of Embedded Advertising and Consumer Experience

Advertising, as a marketing method, can directly influence consumers' purchase intentions (Hussin *et al*., 2021) [8]. However, many consumers perceive advertisements as interfering with their video viewing experience (Lu *et al*., 2025) [10], resulting in dissatisfaction. In contrast to traditional advertisements that interrupt video content, embedded advertising seamlessly integrates promotional content within videos, characterized by its natural and non-intrusive nature. This allows viewers to focus more on the content, fostering more favorable brand attitudes and stronger purchase intentions (Lu *et al*., 2025) [10]. Moreover, embedded advertising can create associations with the content, characters, and scenes within the video, thereby enhancing brand recall. This increases the effectiveness of the advertising message, takes into account the consumer's viewing experience, and simultaneously enhances brand influence for advertisers (Lu *et al*., 2025) [10]. Nonetheless, embedded advertising still has problems that require improvement. Cai's research demonstrated that low ad relevance and single, abrupt insertions of advertisements can generate negative consumer feelings, impacting their purchase intentions and brand influence (Cai, 2023) [9]. Lu *et al*. indicated in the literature that inappropriate advertisement design or placement may provoke audience resistance, consequently affecting advertising effectiveness and brand influence (Lu *et al*., 2025) [10].

Existing literature primarily investigates the development and effectiveness of embedded advertising, as well as its influence pathways. In contrast to Wu and other researchers who explored the importance of embedded advertising, and Cai and Lu who examined the significance of consumer experience, this study analyzes both satisfaction and dissatisfaction events from two perspectives using the Critical Incident Technique. This study focuses on consumers' experiences of embedded advertising, proposes improvement strategies based on consumer experience classification, provides references for content creators in both 'production' and 'creation,' and aims to assist advertisers in enhancing brand influence and advancing the embedded advertising industry.

## 3. Research Methods

### 3.1 Critical Incident Technique (CIT)

In 1954, Flanagan developed a method for collecting behavioral data in specific contexts, known as the Critical Incident Technique, abbreviated as CIT (Flanagan, 1954) [11]. This method emphasizes the resolution of practical problems and offers advantages such as rapid information collection and high flexibility, allowing adaptation to diverse research requirements (Kemppainen, 2000) [12]. At present, the Critical Incident Technique (CIT) is well developed and widely applied across multiple fields, including nursing (Schluter *et al*., 2007) [13], medicine (Bradley, 1992) [14], education (Rotem *et al*., 2024), and marketing (Truly & Hanna, 1995) [16]. As an effective tool for collecting detailed information on critical incidents, the Critical Incident Technique (CIT) comprehends the complexity of roles and functions, providing a

comprehensive understanding of the factors that lead to incidents (Schluter *et al*., 2007; Bradley, 1992) [13, 14]. In this study, CIT is used to identify specific behaviors that cause consumers to have unpleasant experiences by collecting critical incidents encountered by consumers with embedded advertising. By focusing on specific incidents, understanding the factors that lead to these incidents, revealing commonalities, and identifying methods to resolve practical problems, this study aims to fill gaps in existing research. Therefore, this study adopts CIT to explore consumers' experiential perceptions of embedded advertising and to develop ideas and methods for problem-solving.

### 3.2 Research Design

In the preliminary stage of questionnaire design, this study systematically searched and screened journal literature on academic resource platforms using keywords such as "embedded advertising," "influence pathway," "consumer experience," and "Critical Incident Technique." Relevant journal literature was organized. Questionnaire items were designed and categorized based on this literature. The primary purpose of the research questionnaire is to collect consumers' critical incidents of satisfaction and dissatisfaction when watching videos containing advertising placement (including TV dramas, variety shows, documentaries, movies, short videos, etc.). To investigate consumers' experiential perceptions of embedded advertising and further explore the key factors influencing consumer experience. Additional questionnaire items include " Please describe in detail why you are dissatisfied with the above advertising placement method" and " Please describe in detail how modifying the above advertising placement method would make you satisfied," thereby deepening the understanding of consumers' reasons for dissatisfaction with critical incidents and how improvements can enhance consumer satisfaction. Through

This study will use a combination of purposive and snowball sampling to select survey participants and collect data through multiple online and offline channels. Content was published on online social media platforms (WeChat, Xiaohongshu, Weibo, etc.) with tags such as 'embedded advertising' and 'advertisement industry', and promoted through paid traffic to attract consumers to complete the questionnaire. Paper questionnaires were distributed offline at various locations, including shopping malls, communities, and schools, encompassing multiple demographic groups. From June 28, 2025, to August 20, 2025, approximately two months, a total of 210 questionnaires were collected. Questionnaires were screened according to the following criteria: 1. those with identical responses to all items were excluded; 2. questionnaires with a blank critical incident description field or invalid entries such as 'none' were excluded; 3. Exclude questionnaires with event descriptions clearly unrelated to embedded advertising (off-topic responses).

## 4. Data Analysis

### 4.1 Basic Information

This study conducted a questionnaire survey on consumer experience with embedded advertising, collecting a total of 210 questionnaires through multiple online and offline channels. After careful screening, 151 valid responses concerning satisfaction incidents were obtained, with an effectiveness rate of 71.9%, while 146 valid responses regarding dissatisfaction incidents were collected, resulting in an effectiveness rate of 69.5%. The age distribution of respondents encompassed all age groups and demographics. Specifically, individuals aged 19 to 25 account for 35%, those aged 26 to 35 comprise 30%, and those aged 36 to 45 represent 25%, while those under 18 and over 46 each account for 10%. Regarding gender composition, females constitute 55% and males 45%. Among the surveyed users, consumers who use video platforms for more than 3 hours daily represent 47.64%, while those who use them for 1 to 3 hours daily account for 31.85%. This demographic has significant influence over the experience of embedded advertising. The data obtained from the survey clearly reflect consumers' experiential perceptions of embedded advertising, offering valuable insights for research on consumer experience with embedded advertising.

### 4.2 Classification Principles

This study organizes and analyzes all valid questionnaires, dividing satisfaction incidents and dissatisfaction incidents into five categories and explaining the classification rules. The classification and explanation of satisfaction incidents are presented in Table 1 while the classification and explanation of dissatisfaction incidents are presented in Table 2 :

**Table 1:** Satisfaction Incident Classification Names

| Classification Names | Explanation |
|---|---|
| Integrated Plot Placement | Branded products serve as props or elements that drive the plot, integrated into the storyline as part of the narrative. |
| Context-specific placement | Brand information is highly matched with specific environments, occasions, or atmospheres, and presented naturally. |
| High-quality embedded advertising | The content itself is well-produced, meaningful, enjoyable, or provides valuable information. |
| Formative creative advertising placement | Presenting advertisements through imaginative creativity, humor, or interactive formats |
| Implicit brand placement | Naturally integrating brands or products into content in non-advertising forms (such as background props, plot elements, etc.), enabling audiences to unconsciously receive brand information |

**Table 2:** Classification and naming of dissatisfaction incidents

| Classification Names | Explanation |
|---|---|
| Plot integration | Disrupting narrative rhythm and emotional immersion, thereby affecting the viewing experience, such as abruptly inserting irrelevant advertisements into serious plots and interrupting story development |
| Scene fit | Severe incongruity between the brand/product and the video content's era, theme, tone, or character settings |
| Advertising frequency | Excessive frequency or total duration of advertisements, encroaching upon normal viewing |
| Pop-up technology | Interrupting playback through mandatory technical means (such as pop-ups or vibrations), negatively affecting viewing experience |
| Advertising content quality | Rough advertisement creativity, low informational value, or containing objectionable content, eliciting negative emotions |

### 4.3 Reliability Assessment

The purpose of the reliability assessment is to ensure the quality of research data and the credibility of conclusions, thereby enabling the data to better support the researchers' viewpoints. Reliability and validity are the two most important and fundamental attributes for evaluating measurement data, providing a more solid foundation for the research (Mohajan, 2017) [18]. Reliability assessment requires examining the validity and reliability of each evaluation item (Karnia, 2024) [17].

Reliability analysis of classification using the Critical Incident Technique encompasses two core dimensions: individual classification consistency and inter-coder reliability. To ensure consistency in the classification of incidents by different researchers or raters, this study applies reliability assessment to reduce bias and subjectivity, thereby improving research accuracy and providing more precise support for the findings.

Individual classification consistency refers to the sustained stability of an individual's logic, standards, and attitude during classification, reflected by the coder's consistent classification results over time. Individual classification consistency helps reduce cognitive conflict and uncertainty. Typically, when there are two or more coders and the degree of agreement in their classification results exceeds 0.8, the coders demonstrate good individual classification consistency. The three coders in this study consist of an expert scholar in the field of embedded advertising, a corporate consultant for advertisers, and an audience member of embedded advertising. This study analyzes the classification results of these three coders. After the three coders completed their classifications, individual classification consistency was assessed for each coder. Based on the assessment results, Table 3.

Table 4 It is shown that the individual classification consistency for all three coders is above 0.8, indicating good individual classification consistency. Therefore, the individual classification reliability of this study is confirmed.

**Table 3:** Individual classification consistency of coders - Satisfaction incident

| Name | Number of individual consistencies | Individual consistency |
|---|---|---|
| Coder One | 136 | 0.90 |
| Coder Two | 137 | 0.91 |
| Coder Three | 135 | 0.89 |

**Table 4:** Individual classification consistency of coders - Dissatisfaction incident

| Name | Number of individual consistencies | Individual consistency |
|---|---|---|
| Coder One | 122 | 0.83 |
| Coder Two | 136 | 0.93 |
| Coder Three | 138 | 0.95 |

After reliability is achieved, further validity analysis is conducted to verify the effectiveness of the classification data. Inter-coder reliability refers to the extent to which different coders independently classify the same incidents with consistent judgments, reflecting the stability and consistency of classification outcomes. Specifically, it is demonstrated by the agreement of classification results between two distinct coders over a certain period. Consistency in coder classification is conducive to ensuring data quality. In this study, coders conducted classifications twice with an interval of two weeks. The two classification results and the number of consistent classifications between them were compiled, as shown in Table 5 and Table 6: Number of Inter-coder Reliability Instances - Dissatisfaction Incident are shown.

**Table 5:** Number of Inter-coder Reliability Instances - Satisfaction Incident

| Number of Inter-coder Reliability Instances | Coder One | Coder Two | Coder Three |
|---|---|---|---|
| Coder One | 136 | —— | —— |
| Coder Two | 124 | 137 | —— |
| Coder Three | 117 | 125 | 135 |

**Table 6:** Number of Inter-coder Reliability Instances - Dissatisfaction Incident

| Number of Inter-coder Reliability Instances | Coder One | Coder Two | Coder Three |
|---|---|---|---|
| Coder One | 122 | —— | —— |
| Coder Two | 118 | 136 | —— |
| Coder Three | 120 | 111 | 138 |

According to Table 5 and Table 6: Number of Inter-coder Reliability Instances - Dissatisfaction Incidentthe table of inter-coder reliability, the following formula is used to calculate R (Reliability):

$$A = \frac{\frac{2M_{12}}{n_1+n_2}+\frac{2M_{23}}{n_2+n_3}+\frac{2M_{13}}{n_1+n_3}}{N}$$

$$R = \frac{(N \times A)}{1+[(N-1) \times A]}$$

Where;

R = Reliability

N = Number of coders

A = Average degree of inter-coder agreement

M = Number of identical classifications among coders

n = Number of samples classified by each coder

After calculation, the data are shown in Table 7.

**Table 7:** Classification Reliability Table

| Classification | Average Inter-Consistency (A) | Reliability (R) |
|---|---|---|
| Satisfaction | 0.81 | 0.93 |
| Dissatisfaction | 0.80 | 0.92 |

In this study, the average inter-consistency of both satisfaction incidents and dissatisfaction incidents exceeded 0.8, indicating good stability and consistency of the data. Reliability exceeded 0.9, demonstrating that this study meets the criteria for reliability assessment.

### 4.4 Validity Analysis

Validity is one of the key indicators for evaluating research quality and the reliability of measurement instruments. Content validity assesses the extent to which the elements of an instrument are relevant to and representative of the target construct. It is a common type of validity analysis, typically focusing on the degree to which a set of items correlates with the target construct (Spoto *et al*., 2025) [19]. Expert validity is a core step in content validity assessment, typically referring to the assurance of the measurement tool's scientific rigor and applicability through expert review (Davis, 1992). Face validity refers to the extent to which a procedure, program, or tool appears reasonable or relevant to non-experts (Lynn, 1986). This study utilizes expert validity and face validity analyses to assess the rationality of the testing instruments and the intuitiveness of content coverage, ensuring that the data obtained possess high stability and reliability, thus providing effective data support for the study's conclusions.

### 4.5 Classification Results

Based on the classification, corresponding critical incident examples are extracted separately from satisfaction incidents and dissatisfaction incidents, and preliminary statistical analysis is conducted on the classified data to understand consumer feedback across different categories. Examples of critical incidents include Table 8 and Table 9.

**Table 8:** Examples of Satisfactory Critical Incidents

| Category Name | Critical Incidents |
|---|---|
| Integrated Plot Placement | In an outdoor reality show, the guests sat down preparing to light a campfire but could not find the tools. One guest smiled and took out a lighter, saying, 'Fortunately, I brought this!' After ignition, the camera briefly scanned the lighter brand, and the show proceeded to the nighttime chat segment. |
| Context-specific placement | A researcher in the documentary 'Marine Ecological Protection' mentioned the durability and ocean-friendly materials of an eco-friendly diving suit brand while organizing diving equipment, explaining through laboratory footage: 'The integration of technological tools and environmental concepts supports more precise ecological research. Presenting material science in a marine ecological protection documentary is truly persuasive.' |
| High-quality embedded advertising | A professional drawing equipment brand is presented through embedding realistic events in the work scenarios of modern white-collar workers, enabling viewers to immerse themselves in the narrative content. |
| Formative creative advertising placement | Among the videos containing advertising placements that I have watched, the most satisfying aspect was the insertion of dramatic short clips in TikTok recommendations, which irresistibly prompted viewers to pause and click, thereby embedding advertisements for a short drama streaming app. |
| Implicit brand placement | In a workplace-themed film, the programmer protagonist works late into the night. Exhausted, he rubs his eyes, picks up a can of a functional beverage from the desk, takes a sip, and continues coding. The brand logo on the beverage can is clearly visible, but the entire sequence is uninterrupted, and there is no product introduction dialogue. |

**Table 9:** Examples of dissatisfied critical incidents

| Category Name | Critical Incidents |
|---|---|
| Plot integration | During a serious scene of character Gu Jia negotiating for her child's admission, an abrupt insertion of a facial mask advertisement disrupted the plot |
| Scene fit | In the drama 'Empresses in the Palace,' when a palace maid presents snacks to Zhen Huan, a modern packaged milk tea of a certain brand is inappropriately placed nearby, creating a stark contrast with the traditional palace utensils and atmosphere. |
| Advertising frequency | The advertising placement of a certain beverage brand in the program 'Keep Running' is excessively frequent. Whether during game segments or when guests are resting and chatting, numerous displays and close-up shots of this brand's beverage are present, leading the audience to perceive the advertisements as overly intrusive, which diminishes the enjoyment of the program. |
| Pop-up technology | Among the videos containing advertising placement that I have watched, the most unsatisfactory experience was the sudden pop-up of a 'Pulsating Vibration Moment' advertisement for Pulsating in the Youku app while watching a TV drama; the vibration affected the viewing experience. |
| Advertising content quality | In a youth campus drama, a campus loan placement featured a poor underachieving student suddenly taking out a certain loan APP and saying to the camera, 'No money to buy materials? Click here to borrow!' The classmates nearby neither dissuaded him nor prevented it, instead showing expressions of envy. |

Based on the collected and aggregated data, the average values of satisfaction incidents and dissatisfaction incidents regarding embedded advertising were ranked from highest to lowest; the rankings for the average values of satisfaction and dissatisfaction incidents are as follows Table 10 and Table 11 are shown.

**Table 10:** Ranking Table of Satisfaction Incident Mean Values

| S. No | Category | Coder One | Coder Two | Coder Three | Mean Value |
|---|---|---|---|---|---|
| 1 | Integrated Plot Placement | 82 | 78 | 79 | 79.67 |
| 2 | Context-specific placement | 21 | 31 | 31 | 27.67 |
| 3 | Implicit brand placement | 18 | 17 | 15 | 16.67 |
| 4 | High-quality embedded advertising | 17 | 14 | 13 | 14.67 |
| 5 | Formative creative advertising placement | 13 | 11 | 13 | 12.33 |

**Table 11:** Ranking Table of Dissatisfaction Incident Mean Values

| S. No | Category | Coder One | Coder Two | Coder Three | Mean Value |
|---|---|---|---|---|---|
| 1 | Plot integration | 66 | 57 | 57 | 60.00 |
| 2 | Scene fit | 36 | 36 | 44 | 38.67 |
| 3 | Advertising content quality | 20 | 21 | 23 | 21.33 |
| 4 | Advertising frequency | 16 | 18 | 16 | 16.67 |
| 5 | Pop-up technology | 8 | 14 | 6 | 9.33 |

In summary, embedding through context integration accounts for the largest proportion of consumer satisfaction incidents. Advertisement context integration embedding can substantially reduce the impact on video content, allowing advertisements to reach consumers more naturally, while effectively highlighting brand characteristics, thereby leaving a more profound impression of the branded product on consumers. Although context-specific placement and invisible brand placement convey limited information, they can naturally present brands to consumers, providing a positive experiential effect and thereby enhancing consumer satisfaction. High-quality embedded advertising and creative advertising placements attract consumers through the advertisement's content itself. Based on the premium content and creative format, consumers can develop memorable impressions; however, compared to the previously mentioned characteristics, these forms do not present the advertisement to consumers as naturally, thereby satisfying only a minority of consumers. Regarding dissatisfaction incidents, plot integration and scene fit are the primary factors contributing to the largest proportion of consumer dissatisfaction. Insufficient plot integration undermines the consumer experience and also negatively impacts consumers' impressions of the brand. Secondly, low advertising content quality also diminishes the consumers' viewing experience, leading to consumer dissatisfaction. Advertising frequency and pop-up technology are the most direct interferences to consumers; embedded advertisements with inappropriate frequency or abrupt use of pop-up technology easily provoke consumer dissatisfaction.

To enhance the overall service quality of the embedded advertising industry and to explore solutions for consumer dissatisfaction incidents, this study proposes recommendations from five aspects, aiming to provide practical references for content creators, advertisers, and consumers, thus fostering the healthy development of the industry.

## 5. Conclusions and Recommendations

This study, through integrating and analyzing consumers' experiences with embedded advertising using the Critical Incident Technique, found that some embedded advertisements can be integrated into the plot, reducing the impact on the viewing experience and causing some consumers to feel satisfied. Some embedded advertisements select scenes compatible with the brand or product for placement, allowing the brand and product to naturally merge into the content, thus providing consumers with positive experiences. Some embedded advertisements emphasize producing high-quality content or employing novel formats, which positively affect consumers. However, some consumers express dissatisfaction when embedded advertisements feature awkward plot integration, interruptions to plot development, or brand/product placements that are inconsistent with the scene, thereby impairing the viewing experience. Additionally, the poor quality of some embedded advertisements leads to consumer dissatisfaction. Some embedded advertisements have excessively long durations or high frequencies per instance, and the abrupt use of pop-up technology disrupts consumers' normal viewing, resulting in negative consumer experiences. These issues require joint efforts from content creators, advertisers, and consumers to maintain a healthy ecosystem within the embedded advertising industry and to promote its development.

Therefore, this study focuses on seven aspects: improving plot integration, enhancing scene fit, optimizing advertising content quality, innovating advertisement formats, increasing invisible brand placement, ensuring reasonable advertising frequency, and optimizing pop-up technology. It proposes targeted solutions for content creators, advertisers, and consumers alike, providing practical measures to address the challenges faced by embedded advertising.

### 5.1 Recommendations for Advertisers

When implementing advertising placement, advertisers need to provide product information, develop marketing strategies and budgets, determine the advertising content format and produce the advertisements, propose placement requirements while respecting content providers, and conduct effect monitoring and evaluation after deployment. Advertisers play a critical role in advertising placement; the fulfillment of their responsibilities significantly influences consumers' role perceptions and brand promotion. To enhance brand exposure, cultivate a positive brand image, and increase sales, advertisers can improve the advertising content format, advertising frequency, and pop-up technology to optimize embedded advertising.

#### 5.1.1 Producing High-Quality Advertisement Content

High-quality content attracts consumers' attention, shapes the brand image, and clarifies brand positioning. Advertisers should avoid crude production when creating embedded advertising. Emphasis should be placed on narrating the brand story, exploring brand value, and deepening the brand image; Focusing on consumers' pain points, demonstrating unique selling points through straightforward shots, and stimulating consumers' purchasing desire; Conveying positive values, avoiding value deviations that provoke

consumer aversion; paying attention to camera language and visual aesthetics to leave consumers with positive impressions. Producing high-quality advertisements that are rich in content, convey positive values, and feature aesthetically pleasing visuals can, to a certain extent, enhance brand value and provide consumers with a positive experience.

**5.1.2 Innovative Advertising Formats**

Outdated, rigid, and unoriginal embedded advertising easily induces consumer fatigue. Advertisers should innovate advertising formats. Various methods such as humorous anecdotes, creative rap, inventive songs, and catchy slogans can be used to convey the brand or product. Alternatively, interactive experiences can be adopted to enhance consumer engagement. Alternatively, the creative autonomy of advertisements can be delegated to creators, allowing them to interpret the product in unique forms. Novel, humorous, and creative embedded advertising is more likely to encourage consumer purchases.

**5.1.3 Optimization Strategy: Reducing Interference**

Pop-up advertisements are highly noticeable to consumers; some interrupt the plot being viewed, some occupy excessive screen space impacting the viewing experience, and some are difficult to close, contradicting consumer preferences and causing negative experiences. Advertisers, when determining strategies and selecting advertising platforms or delivery technologies, should proactively choose ad formats that minimize user interference. Giving consumers the option to close advertisements helps to avoid eliciting negative consumer reactions.

**5.1.4 Selecting Appropriate Advertising Frequency**

To capture consumers' attention, some advertisers excessively increase advertising placement frequency; however, excessively high advertising frequency can easily cause consumer fatigue, depleting their patience and generating reactions contrary to the original intent. Advertisers should select an appropriate advertising frequency, balancing reinforcement of brand memory with preservation of consumer patience. Different frequencies and durations should be selected based on content type, timing, and consumer needs. Technological means can also be employed to deliver advertisements at different frequencies to different consumers. Select the most effective embedded frequency to maximize the advertisement's effectiveness while minimizing consumers' negative perceptions.

**5.2 Recommendations for Content Creators**

When embedding advertisements provided by advertisers, content creators integrate the advertisements into situational and content scenes. Simultaneously, content creators can provide feedback on the advertisements offered by advertisers to protect the consumer experience. Therefore, this study proposes recommendations for content creators: they should enhance plot integration, improve scene fit, and provide feedback on the advertising content format to ensure the completeness of the creative content and safeguard the consumer experience.

**5.2.1 Enhance the Integration of Brand and Product with Plot Characters**

A high level of integration between embedded advertising and the plot can ensure the integrity of the creative work, protect the consumer's viewing experience, and also confer greater meaning to the brand. In the early stages of script-writing, it is recommended to strengthen communication with advertisers to naturally incorporate the product into the plot design and reject elements that are difficult to integrate into the storyline. Content creators should integrate branded products into the plot as much as possible during the creative process, avoiding forced changes or awkward additions to the plot after completion to accommodate the branded products. When designing camera language, avoid overusing shots that emphasize the product, in order to maintain the prominence of the plot. When embedding advertisements, the tonal characteristics of the branded product must align with the character's identity, personality, economic status, and lifestyle habits. When using a branded product as a prop, integrating its functional features allows the product to serve as a tool for resolving the character's dilemmas and achieving goals, thereby enhancing consumer experience while effectively illustrating the product's selling points.

**5.2.2 Enhancing the Scene Fit of Branded Products**

Scene fit significantly influences consumer experience; low scene fit in embedded advertising easily causes consumers to disengage from the content and fails to achieve effective brand promotion. Content creators should incorporate the branded product logically into the scene when embedding advertisements, ensuring its presence does not disrupt the atmosphere. When using branded products, attention should be paid to details such as distressing, usage marks, and wear, to enable the products to better integrate into the environmental context.

**5.2.3 Implicit Brand Placement**

Implicit brand placement can subtly embed the brand in the consumer's mind by minimizing disruption. Implicit brand placement requires avoiding deliberate emphasis on the branded product and refraining from introducing plot dialogue related to the brand, instead allowing the brand to persist in consumers' memory through repeated exposure. This requires negotiation between content creators and advertisers. Content creators employ camera language to integrate the branded product into the creative content in a manner that is conspicuous yet unobtrusive, thereby ensuring consumer experience while maintaining advertising effectiveness.

**5.2.4 Evaluate commercial cooperation and proactively provide feedback to prioritize cooperating brands and products.**

Content creators should not passively accept advertising cooperation but proactively evaluate and provide feedback on advertising content and presentation formats, thereby making more deliberate choices of brands and products consistent with their own style. Content creators should actively negotiate content and forms with advertisers; when branded products cannot be integrated into the creative content, they should uphold fundamental principles and refuse forced embedding that compromises the work's value.

**5.3 Recommendations for Consumers**

Consumers, as a key component of embedded advertising, play a significant role in the embedded advertising industry. As advertisers and content creators increasingly emphasize consumer experience, consumers' voice and influence have correspondingly grown. Advertising placement impacts consumers' viewing experience and purchase intention; consumers can also convey their needs to advertisers and

content creators through active selection and feedback, thus facilitating industry development.

#### 5.3.1 Active Choice

Consumers cannot directly participate in decisions regarding advertising placement but can select advertisements, thereby indirectly influencing advertisers' and content creators' decisions. Consumers may choose to engage with or pay for advertisements and content that deliver positive experiences—such as high-quality content, innovative formats, and seamless placement—while refusing to pay for advertisements characterized by poor content or intrusive placement that neglect consumer experience, thus expressing their attitudes and needs through their actions.

#### 5.3.2 Positive Evaluations and Feedback

Consumers can express their feelings and demands to advertisers and content creators through positive evaluations and feedback, thereby facilitating the development of the embedded advertising industry. Consumers can rationally and clearly communicate their demands, suggestions, and recommendations for improvement through bullet comments, reviews, or emails. Collaboratively maintaining a favorable environment for the embedded advertising industry with advertisers and content creators.

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