Data Analysis

Purification of the data

The data which was obtained by the survey was entered in a spread sheet and the data was analysed using Statistical Package for Social services, Version 18. Before data analysis, the data was checked before for the integrity and reliability of the information. The accuracy of the data was double checked for proper entry in to the computer. Since missing values is common occurrence in any data and may distort the findings if the research, a missing value analysis was conducted in order to find them. The major purpose of running missing values analysis was to determine if missing data had any systematic relationship between them. The outliers and missing values were not found the current data. A kurtosis was run using SPSS to test normality where it is the common test recommended while using Structural Equation Modeling. The items having Kurtosis value of greater than 1.96 were considered as non – normal.

Reliability of the study

The face – to – face interviews were pre tested among consumers. The reliability of the survey instrument was assessed using Crobach's alpha coefficient.

'Reliability' is the quality of a measurement procedure as defined by Kumar (1996). It is a means for being unbiased and objective for each step taken or drawn towards a conclusion. A construct is a theoretical construction about human behaviour which is systematically put together, in an orderly arrangement of ideas, facts and impressions (Neuman, 1994, p143).

The consistency of the measure, the probability of obtaining the same results again if the measure was to be replicated is referred as reliability (Oppenheim, 1992, p.144). It is the relationship between the true underlying score and the observable score. Internal consistency is also important for the survey since it indicates the extent to which the items in the measurement are related to each other. The most commonly used index of internal consistency is the Cronbach's Alpha coefficient. This index ranges from 0 to 1, where a reliability of 0 means no relationship, and reliability of 1 indicates a perfect and positive relationship. Since the reliability declines as the length of the question increases, the questions would be designed to be straight to the point. The idea behind internal consistency procedures is to that questions measuring the same phenomenon should produce similar results. In internal consistency reliability estimation

single measurement instrument is administered to a group of people on one occasion to estimate reliability. The overall consistency of the questionnaire was 0.88.

The survey instrument was divided into seven sections.

Table 1. Reliability estimates of Implicit memory

Variable	Items	Reliability (α)
Implicit memory	**Sony**	0.71
	Apple	
	Sharp	
	Honda	
	Google	

The first section was designed to test the implicit memory of the consumers. A word comprising of the product name was given with missing letters of the words of the top five brands like Sony, Apple, Sharp, Honda and Google. Every brand with correct answer was awarded 1 mark and for every wrong answer 0 marks. The overall reliability of the first section was 0.71.

Table 2. Reliability estimates of Unaided recall

Variable	Items	Reliability (α)
Unaided recall	**Sony**	0.82
	Apple	
	Sharp	
	Honda	
	Google	

Second section comprised of unaided recall of different brands. A right answer was awarded 1 mark and wrong answer was given 0 marks for the five brands. The reliability was acceptable with 0.82 for this section.

Table 3. Reliability estimates of Aided recall

Variable	Items	Reliability (α)
Aided recall	**AltaVista**	0.95
	Apple	
	Bing	
	Chevrolet	
	Dell	
	Ford	
	Google	
	HP	
	Honda	
	Hyundai	
	LG	
	Panasonic	
	Samsung	
	Sharp	
	Sony	
	Toshiba	
	Toyota	
	Yahoo	

In the third of aided recall the consumers were shown a film consisting of various brands and tested to recall different brands. If the consumers observed that brand 1 mark was awarded and if they not observed were given 0 marks. The overall reliability of this section was 0.95 which indicated good internal consistency of the data.

Table 4. Reliability estimates of Attitude towards brand

Variable	Items	Reliability (α)
Brand Attitude	**Sony**	0.74
	Apple	
	Sharp	
	Honda	
	Google	

Fourth section included the attitude of the consumers towards different brands using a seven point likert scale ranging for 1 (dislike) to 5 (like) adopted from the previous research studies. The reliability of this section was acceptable and it was 0.74.

Table 5. Reliability estimates of Purchase intentions

Variable	Items	Reliability (α)
Purchase intentions	**AltaVista**	0.86
	Apple	
	Bing	
	Chevrolet	
	Dell	
	Ford	
	Google	

	HP	
	Honda	
	Hyundai	
	LG	
	Panasonic	
	Samsung	
	Sharp	
	Sony	
	Toshiba	
	Toyota	
	Yahoo	

Fifth section included the constructs measuring purchase intentions on a likert scale ranging from 1 (I would not buy it) to 5 (I would buy it). The crohnbach alpha co-efficient was 0.86 which internal consistency.

Table 6. Reliability estimates of Product Placement Attitude

Variable	**Items**	**Reliability (α)**
Product placement attitude	I will not go to movies if I know beforehand that brands are placed in the film for commercial purposes.	0.76
	I hate to see brands in films if they are presented for commercial purposes.	
	I do not care if a movie producer receives money or other compensation from companies for placing their brands in their films.	
	It is highly unethical to influence the audience to use branded products in movies.	
	Viewers of films should have the option to receive a refund of their ticket if they don't like to see brands in the film which they watch.	
	Movie producers are deceiving the audience by disguising advertisements as	

	brands in movies.	
	The government should regulate the use of brands in movies.	
	If movies are making money out of brands placed in them, movie ticket prices should be reduced.	
	Brands featured in a film for which a producer received payment should be presented in the opening credits, at the beginning of the movie.	
	I'd rather see real brands instead of fictitious brands.	
	Fictional films should use fictitious brands instead of real brands.	
	I often watch rented movies.	
	I often watch movies in the theater.	
	I hate watching movies.	
	Movies should not show the same brand very often.	
	Films should only contain those brands that are essential for the realism of the plot.	
	I consider the placement of brands in films as "commercials in disguise".	
	Movie audiences are subconsciously influenced by the brands they see in movies.	

The sixth section in the questionnaire included the constructs measuring product placement attitude of the consumers. It included 18 variables measuring the attitude on a likert's scale ranging from 1 (Strongly disagree) to 5 (Strongly agree). The overall reliability of the constructs in this section was 0.76 which was good.

Validity of the Questionnaire

Validity can be measured in different ways by using statistical procedures. Valid measure in a research is one which measures what is supposed to be measured. Thus validity often refers to getting the results that accurately reflect the concept being measured. The validity is considered in terms of content or face validity and also in terms of construct validity during the examination of psychometric properties.

The face validity was addressed by using the experts in the field. Correlation procedure was used to evaluate the questionnaire items. The aim of the procedure was to gauze the validation of index operationalisation in measuring an underlying concept. Each of the indicators in the questionnaire was correlated with other indicators in the section. This analysis helped the researcher to indicate significantly bivariate relationships in the anticipated direction pointing to assessment of construct validity.

Table 7. Correlations of Word completion test

	Correlations				
	W Sony	W Apple	W Sharp	W Honda	W Google
W Sony	1	.440	.248	.377	.456
W Apple	.440	1	.166	.256	.354
W Sharp	.248	.166	1	.277	.285
W Honda	.377	.256	.277	1	.423
W Google	.456	.354	.285	.423	1

W Sony: Word fragment completion of word Sony

W Apple: Word fragment completion of word Apple

W Sharp: Word fragment completion of word Sharp

W Honda: Word fragment completion of word Honda

W Google: Word fragment completion of Google

On inspection of above table for word completion test word Google had high correlations with other words. The consumers who written word Google correctly also written other words, While the completion of word sharp had low correlations with other words.

Table 8. Correlations of Unaided recall

	Correlations				
	UNRec Sony	UNRec Apple	UNRec Sharp	UNRec Honda	UNRec Google
UNRec Sony	1	.234	.232	.246	.137
UNRec Apple	.234	1	.954	.913	.623
UNRec Sharp	.232	.954	1	.905	.614
UNRec Honda	.246	.913	.905	1	.593
UNRec Google	.137	.623	.614	.593	1

On inspection above table of unaided recall of words among consumers. Unaided recall of sharp had high correlations with other recalls, while unaided recall of Sony had low correlations with other unaided recalls.

Table 9. Correlations of Aided recall

Correlations																		
	AltaVista	Apple	Bing	Chevrolet	Dell	Ford	Google	HP	Honda	Hyundai	LG	Panasonic	Samsung	Sharp	Sony	Toshiba	Toyota	Yahoo
AltaVista	1	.340	.487	.386	.417	.360	.205	.419	.406	.519	.358	.483	.405	.506	.419	.463	.472	.505
Apple	.340	1	.354	.303	.373	.317	.418	.360	.418	.388	.319	.448	.400	.389	.392	.382	.446	.408
Bing	.487	.354	1	.433	.426	.466	.139	.465	.463	.606	.316	.566	.449	.517	.349	.442	.481	.511
Chevrolet	.386	.303	.433	1	.447	.504	.250	.458	.447	.505	.356	.484	.420	.435	.468	.408	.507	.464
Dell	.417	.373	.426	.447	1	.581	.362	.506	.462	.596	.395	.575	.510	.530	.441	.488	.541	.556
Ford	.360	.317	.466	.504	.581	1	.334	.498	.515	.602	.389	.560	.528	.487	.447	.466	.558	.497
Google	.205	.418	.139	.250	.362	.334	1	.388	.462	.327	.484	.367	.433	.497	.496	.517	.405	.325
HP	.419	.360	.465	.458	.506	.498	.388	1	.635	.694	.536	.690	.630	.667	.510	.609	.607	.606
Honda	.406	.418	.463	.447	.462	.515	.462	.635	1	.756	.532	.629	.659	.694	.569	.621	.690	.539
Hyundai	.519	.388	.606	.505	.596	.602	.327	.694	.756	1	.556	.763	.667	.747	.502	.694	.746	.691
LG	.358	.319	.316	.356	.395	.389	.484	.536	.532	.556	1	.562	.584	.641	.582	.623	.561	.499
Panasonic	.483	.448	.566	.484	.575	.560	.367	.690	.629	.763	.562	1	.709	.727	.555	.711	.729	.692
Samsung	.405	.400	.449	.420	.510	.528	.433	.630	.659	.667	.584	.709	1	.724	.657	.757	.669	.624
Sharp	.506	.389	.517	.435	.530	.487	.497	.667	.694	.747	.641	.727	.724	1	.615	.773	.670	.627
Sony	.419	.392	.349	.468	.441	.447	.496	.510	.569	.502	.582	.555	.657	.615	1	.625	.636	.510
Toshiba	.463	.382	.442	.408	.488	.466	.517	.609	.621	.694	.623	.711	.757	.773	.625	1	.726	.662
Toyota	.472	.446	.481	.507	.541	.558	.405	.607	.690	.746	.561	.729	.669	.670	.636	.726	1	.631
Yahoo	.505	.408	.511	.464	.556	.497	.325	.606	.539	.691	.499	.692	.624	.627	.510	.662	.631	1

Above table shows the correlations between different brands those have been recalled by the consumers after watching the films on the brands. The brand Toshiba has high correlations with other brands used in the film to recall. Alta vista has low correlations with other brands.

Table 10. Correlations of Brand attitude

	Correlations				
	Honda	Sony	Apple	Sharp	Google
Honda	1	.478	.451	.401	.561
Sony	.478	1	.317	.278	.254
Apple	.451	.317	1	.236	.530
Sharp	.401	.278	.236	1	.294
Google	.561	.254	.530	.294	1

Above table shows the correlations of brand attitude used in the questionnaire. Honda had shown high correlations with other brands and Sony had low correlations.

Table 11. Correlations of Purchase intentions

	Correlations																	
	AltaVista	Apple	Bing	Chevrolet	Dell	Ford	Google	HP	Honda	Hyundai	LG	Panasonic	Samsung	Sharp	Sony	Toshiba	Toyota	Yahoo
AltaVista	1	.557	.344	.346	.308	.352	.383	.208	.356	.313	.302	.180	.183	.375	.123	.567	.316	.177
Apple	.557	1	.408	.330	.250	.344	.374	.202	.271	.255	.271	.201	.153	.337	.173	.384	.256	.185
Bing	.344	.408	1	.544	.387	.278	.309	.264	.307	.254	.250	.195	.209	.307	.120	.286	.197	.163
Chevrolet	.346	.330	.544	1	.516	.250	.230	.190	.224	.336	.267	.162	.218	.265	.059	.291	.254	.145
Dell	.308	.250	.387	.516	1	.286	.194	.260	.251	.305	.306	.131	.135	.243	.084	.241	.249	.189
Ford	.352	.344	.278	.250	.286	1	.277	.245	.256	.287	.242	.255	.197	.264	.231	.289	.268	.242
Google	.383	.374	.309	.230	.194	.277	1	.231	.547	.196	.158	.158	.153	.352	.137	.528	.296	.097

HP	.208	.202	.264	.190	.260	.245	.231	1	.234	.297	.240	.255	.168	.319	.223	.191	.162	.188
Honda	.356	.271	.307	.224	.251	.256	.547	.234	1	.217	.220	.147	.234	.305	.165	.564	.322	.145
Hyundai	.313	.255	.254	.336	.305	.287	.196	.297	.217	1	.561	.324	.288	.260	.165	.254	.233	.168
LG	.302	.271	.250	.267	.306	.242	.158	.240	.220	.561	1	.409	.361	.218	.153	.242	.232	.178
Panasonic	.180	.201	.195	.162	.131	.255	.158	.255	.147	.324	.409	1	.264	.189	.317	.134	.105	.266
Samsung	.183	.153	.209	.218	.135	.197	.153	.168	.234	.288	.361	.264	1	.360	.138	.172	.123	.143
Sharp	.375	.337	.307	.265	.243	.264	.352	.319	.305	.260	.218	.189	.360	1	.204	.372	.280	.165
Sony	.123	.173	.120	.059	.084	.231	.137	.223	.165	.165	.153	.317	.138	.204	1	.146	.145	.526
Toshiba	.567	.384	.286	.291	.241	.289	.528	.191	.564	.254	.242	.134	.172	.372	.146	1	.393	.178
Toyota	.316	.256	.197	.254	.249	.268	.296	.162	.322	.233	.232	.105	.123	.280	.145	.393	1	.184
Yahoo	.177	.185	.163	.145	.189	.242	.097	.188	.145	.168	.178	.266	.143	.165	.526	.178	.184	1

Above table displays the correlations between different brands used in the purchase intention section. Alta Vista had high correlations with other brands and Yahoo had low correlation co-efficient.

Table 12. Correlations of Product Placement Attitude

Correlations																		
	Q71	Q72	Q73	Q74	Q75	Q76	Q77	Q78	Q79	Q710	Q711	Q712	Q713	Q714	Q715	Q716	Q717	Q718
Q71	1	.066	.160	.104	-.053	.302	.225	.154	.214	.056	.068	.082	.069	.243	.151	.083	.063	.145
Q72	.066	1	.082	.445	.284	.285	.287	.050	.003	.132	.172	.053	.078	.250	.232	.162	.260	.086
Q73	.160	.082	1	.095	.023	.136	.103	.061	.042	.150	.019	.109	.129	.112	.147	.128	.054	.038
Q74	.104	.445	.095	1	.275	.379	.308	.125	.055	.085	.156	-.010	-.030	.209	.281	.173	.172	.090
Q75	-.053	.284	.023	.275	1	.164	.231	.083	.123	.055	.150	-.033	.057	.234	.076	.122	.125	.035
Q76	.302	.285	.136	.379	.164	1	.472	.195	.079	.151	.229	.048	.153	.291	.320	.258	.171	.176
Q77	.225	.287	.103	.308	.231	.472	1	.144	.124	.230	.237	.156	.194	.438	.270	.198	.248	.166
Q78	.154	.050	.061	.125	.083	.195	.144	1	.220	.047	.153	-.007	.059	.038	.210	.259	.111	.146
Q79	.214	.003	.042	.055	.123	.079	.124	.220	1	.064	.064	.074	-.013	.066	.156	.105	.109	.130
Q710	.056	.132	.150	.085	.055	.151	.230	.047	.064	1	.109	.141	.116	.167	.101	.182	.154	.152
Q711	.068	.172	.019	.156	.150	.229	.237	.153	.064	.109	1	.107	.109	.134	.128	.224	.199	.063
Q712	.082	.053	.109	-.010	-.033	.048	.156	-.007	.074	.141	.107	1	.238	.182	.067	.068	.132	.072
Q713	.069	.078	.129	-.030	.057	.153	.194	.059	-.013	.116	.109	.238	1	.167	.102	.140	.055	.106
Q714	.243	.250	.112	.209	.234	.291	.438	.038	.066	.167	.134	.182	.167	1	.173	.166	.181	.085
Q715	.151	.232	.147	.281	.076	.320	.270	.210	.156	.101	.128	.067	.102	.173	1	.470	.257	.221
Q716	.083	.162	.128	.173	.122	.258	.198	.259	.105	.182	.224	.068	.140	.166	.470	1	.297	.225
Q717	.063	.260	.054	.172	.125	.171	.248	.111	.109	.154	.199	.132	.055	.181	.257	.297	1	.314
Q718	.145	.086	.038	.090	.035	.176	.166	.146	.130	.152	.063	.072	.106	.085	.221	.225	.314	1

Q71: I will not go to movies if I know beforehand that brands are placed in the film for commercial purposes.

Q72: I hate to see brands in films if they are presented for commercial purposes.

Q73: I do not care if a movie producer receives money or other compensation from companies for placing their brands in their films.

Q74: It is highly unethical to influence the audience to use branded products in movies.

Q75: Viewers of films should have the option to receive a refund of their ticket if they don’t like to see brands in the film which they watch.

Q76: Movie producers are deceiving the audience by disguising advertisements as brands in movies.

Q77: The government should regulate the use of brands in movies.

Q78: If movies are making money out of brands placed in them, movie ticket prices should be reduced.

Q79: Brands featured in a film for which a producer received payment should be presented in the opening credits, at the beginning of the movie.

Q710: I'd rather see real brands instead of fictitious brands.

Q711: Fictional films should use fictitious brands instead of real brands.

Q712: I often watch rented movies.

Q713: I often watch movies in the theater.

Q714: I hate watching movies.

Q715: Movies should not show the same brand very often.

Q716: Films should only contain those brands that are essential for the realism of the plot.

Q717: I consider the placement of brands in films as "commercials in disguise".

Q718: Movie audiences are subconsciously influenced by the brands they see in movies.

Above table shows the correlations of constructs determining product placement attitude. Q715 (Movies should not show the same brand very often.) had high correlation values with other constructs and Q712 (I often watch rented movies) had low correlation values with other constructs.

RESULTS

This section deals with the data analysis results and also steps taken for analyzing the research model. This section provides the examination of items and their purification, evaluation of the measurement model and assessment of construct validity, measurement of groups, hypothesis testing and their results, also descriptive and inferential analysis of the sample.

Purification of items and improvement of the Model

A preliminary model was estimated by Confirmatory Factor Analysis (CFA) by using AMOS for each group. Evaluation of the preliminary model allowed the researcher to examine each group with best fit as per parasimony and substantive meaningfulness (Byrne, 2001). Model fit indices for each group indicates how the underlying structure fits the data across group. The model was evaluated by using model fit indices such as Chi-square statistic, Degrees of Freedom (DF), Chi-square statistic (CMIN)/DF, CFI, and RMSEA. Different indices calculated and their values for model fit are as follows.

Guidelines of Overall Model Fit

GOF Criterion	**Value Range**	**Acceptable Level**
Absolute Fit		
Chi-square (χ_2)	Tabled χ_2 value	Compares with tabled value for given df
Goodness of fit (GFI)	0 (no fit) to 1 (perfect fit)	Value close to 0.90 reflects a good fit
Adjusted GFI (AGFI)	0 (no fit) to 1 (perfect fit)	Value > 0.90 reflects a good model fit
Root-mean-square error of approximation (RMSEA)	<0.10	<0.10 reflects good fit <0.05 reflects very good fit <0.01 reflects outstanding fit
Normed fit index (NFI)	0 (no fit) to 1 (perfect fit)	Value close to 0.90 reflects a good fit
Non-normed fit index (NNFI)	0 (no fit) no upper bound value	Value close to 0.90 reflects a good fit
Comparative Fit		
Comparative fit index (CFI)	0 (no fit) to 1 (perfect fit)	Value close to 0.90 reflects a good fit
Incremental fit index (IFI)	0 (no fit) to 1 (perfect fit)	Value close to 0.90 reflects a good fit

Relative fit index (RFI)	0 (no fit) to 1 (perfect fit)	Value close to 0.90 reflects a good fit
Parsimonious Fit		
Parsimonious goodness of fit index (PGFI)	0 (no fit) to 1 (perfect fit)	Compares values in alternative models
Parsimonious normed fit index (PNFI)	0 (no fit) to 1 (perfect fit)	Compares values in alternative models

(Source: Schumacker and Lomax, 1996)

A variety of models were examined as measurement models in order to choose a fit model. Also nested model comparisons were used to test the hypothesis between the groups.

Table 13. Model fit indices of preliminary model

	Model fit	Desired score
Chi – Square	5727.121	NA
Degrees of Freedom	1949	NA
CMIN/DF	2.938	</=2.00
CFI	0.765	=/>0.90
RMSEA	0.055	</=0.06

However, the model fit indices of preliminary model suggested that the model needs to be improved. So the model was improved and model fit indices were calculated for each group. The model fit indices for the preliminary model for data showed the Chi Square of 5727.121, DF of 1949 and CMIN/DF of 2.938, RMSEA of 0.55, CFI of 0.765 indicating a good fit.

Since the model was fit for both the groups the model was not changed. The final model fit indices for both the groups are as follows.

Every item in the model was scrutinized in order to obtain a better fit for Lambda weight of each measurement item. The constructs of unaided recall were deleted from analysis since they had non significant lambda weights. Since most of the lambda weights were significant it was decided to keep all for further analysis.

Preliminary Model

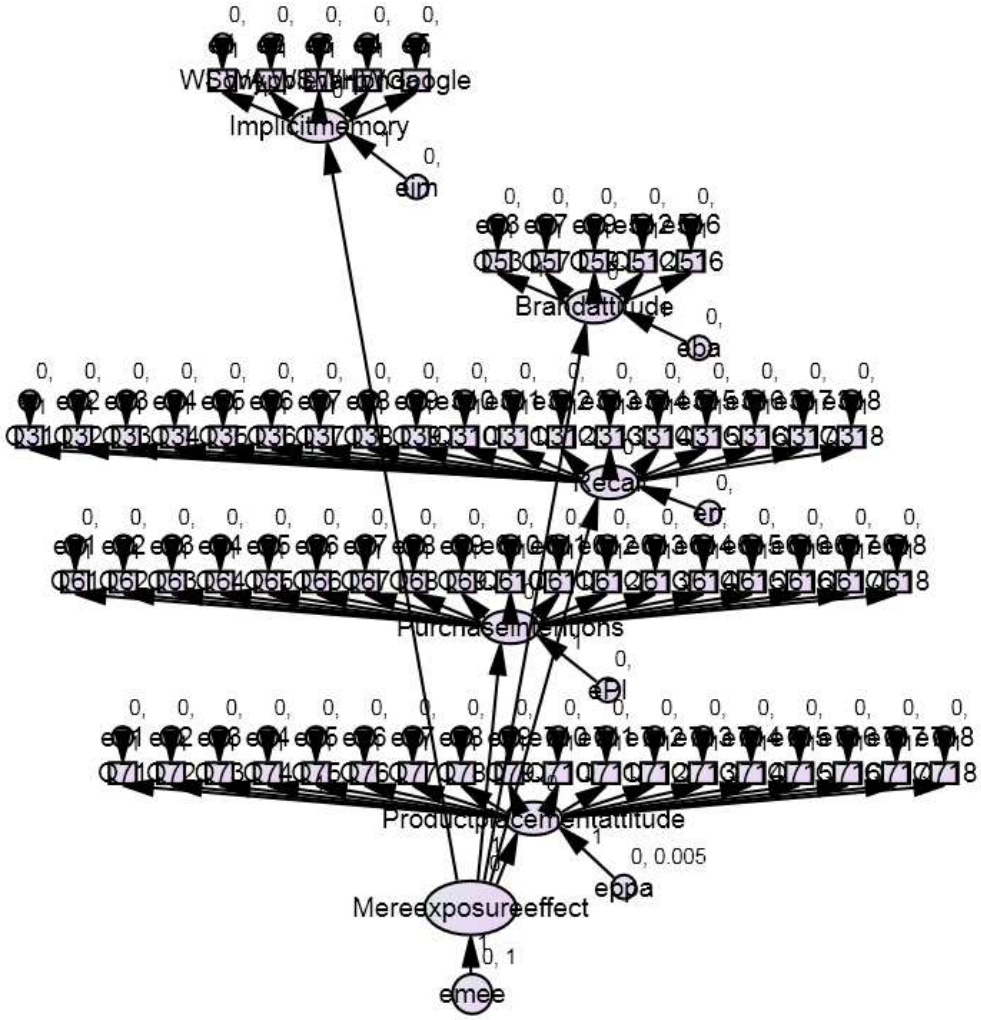


Table 14. Model fit indices of USA and Brazil

	USA	**Brazil**	**Desired score**
Chi – Square	4782.05	3844.744	NA
Degrees of Freedom	1949	1949	NA
CMIN/DF	2.454	1.973	</=2.00
CFI	0.679	0.788	=/>0.90
RMSEA	0.066	0.055	</=0.06

By using the improved model the model fit indices were calculated for each group in the study. The USA model fit indices were Chi – Square statistics of 4782.05, DF of 1949, CMIN/DF was

2.454, CFI was 0.679 and RMSEA was 0.066. The Brazil group had Chi square statistic of 3844.744, with 1949 DF, CMIN/DF was 1.973, CFI of 0.788 and RMSEA of 0.055.

Measurement Model Evaluation and Assessment of construct Validity

After improvement of the model and obtaining the final model, the reliability and validity of multiple indicators was assessed to examine how well the sets of indicators captured the constructs of interest (Steenkamp & Buamgartner, 2000) by using the results of final model.

Principal Component Analysis

Principal component analysis method was used as a data reduction method before testing the hypothesis and subjecting the model on CFA. Since the sample size of this study being more than 500 carries good position for conducting Principal Component Analysis with minimum computational difficulties as per Tabachmik and Fidell (2001, page 588). This test provides minimum standard which should be passed before CFA.

Principal component analysis assumes no unique or error variance and is concerned with establishing which linear components exist within the data and how particular variable might contribute to the component. Varimax orthogonal rotation was employed in order to produce factor solutions because it simplifies the interpretation of factors and attempts to maximize the dispersion of loadings within factors.

Factor analysis is a data reduction method that is used as a tool in an attempt to reduce a large set of variables to a more meaningful smaller set of variables. Because each variable was measured by multi – item constructs factor analysis with varimax was adopted to check the unidimensionality among the items. The researcher conducted two types of principal component analyses. In the first case, the factors were extracted naturally which show how the variables load to each factor regardless of the existing literature. In that case, an explanatory factor analysis was conducted; where specific factors were extracted according to specific data set. Factors were extracted according to how certain variables describe each construct within the study context. In this case, factors were extracted according to how consumers perceive certain constructs. The researcher has labeled the factors according to the literature and according to items that better describe each factor. In the second case, the researcher employed factor analysis by specifying the number of the extracted factors as they exist in the existing literature review.

The constructs of all the sections had crohnbach's alpha of more than 0.7. Since the reliability is more than 0.7 the internal consistency between the constructs was good. The factor loadings for most of the constructs were above 0.4. Hence all the factors were considered in the final model of CFA.

Table 15. Factor loadings and reliability values of constructs

Variable	Item code	Items	Factor loadings	Variance	Reliability (α)
Implicit memory	**W Sony**	**Sony**	.769	46.792%	0.71
	W Apple	**Apple**	.705		
	W Sharp	**Sharp**	.430		
	W Honda	**Honda**	.627		
	W Google	**Google**	.762		
Unaided recall	**UNRec Sony**	**Sony**	.254	68.107%	0.82
	UNRec Apple	**Apple**	.956		
	UNRec Sharp	**Sharp**	.953		
	UNRec Honda	**Honda**	.934		
	UNRec Google	**Google**	.763		
Aided recall	**Q31**	**AltaVista**	.792	61.846%	0.95
	Q32	**Apple**	.621		
	Q33	**Bing**	.713		
	Q34	**Chevrolet**	.562		
	Q35	**Dell**	.741		
	Q36	**Ford**	.576		
	Q37	**Google**	.529		
	Q38	**HP**	.613		
	Q39	**Honda**	.611		
	Q310	**Hyundai**	.688		
	Q311	**LG**	.694		
	Q312	**Panasonic**	.540		
	Q313	**Samsung**	.775		
	Q314	**Sharp**	.793		
	Q315	**Sony**	.863		
	Q316	**Toshiba**	.697		
	Q317	**Toyota**	.850		
	Q318	**Yahoo**	.828		
Attitude	**Q53**	**Sony**	.842	51.004%	0.74
	Q57	**Apple**	.729		

towards brand	**Q59**	**Sharp**	.826		
	Q512	**Panasonic**	.838		
	Q516	**Google**	.769		
Purchase intentions	**Q61**	**AltaVista**	.691	53.792%	0.86
	Q62	**Apple**	.547		
	Q63	**Bing**	.701		
	Q64	**Chevrolet**	.746		
	Q65	**Dell**	.591		
	Q66	**Ford**	.381		
	Q67	**Google**	.705		
	Q68	**HP**	.309		
	Q69	**Honda**	.640		
	Q610	**Hyundai**	.722		
	Q611	**LG**	.790		
	Q612	**Panasonic**	.553		
	Q613	**Samsung**	.635		
	Q614	**Sharp**	.512		
	Q615	**Sony**	.820		
	Q616	**Toshiba**	.760		
	Q617	**Toyota**	.571		
	Q618	**Yahoo**	.767		
Product placement attitude	**Q71**	I will not go to movies if I know beforehand that brands are placed in the film for commercial purposes.	.732	54.378%	0.76
	Q72	I hate to see brands in films if they are presented for commercial purposes.	.730		
	Q73	I do not care if a movie producer receives money or other compensation from companies for placing their brands in their films.	.557		
	Q74	It is highly unethical to influence the audience to use branded products in movies.	.764		
	Q75	Viewers of films should have the option to receive a refund of their ticket if they don't like to see brands in the film which they watch.	.504		
	Q76	Movie producers are deceiving the audience by disguising advertisements as	.467		

		brands in movies.			
	Q77	The government should regulate the use of brands in movies.	.447		
	Q78	If movies are making money out of brands placed in them, movie ticket prices should be reduced.	.452		
	Q79	Brands featured in a film for which a producer received payment should be presented in the opening credits, at the beginning of the movie.	.764		
	Q710	I'd rather see real brands instead of fictitious brands.	.365		
	Q711	Fictional films should use fictitious brands instead of real brands.	.303		
	Q712	I often watch rented movies.	.686		
	Q713	I often watch movies in the theater.	.666		
	Q714	I hate watching movies.	.518		
	Q715	Movies should not show the same brand very often.	.700		
	Q716	Films should only contain those brands that are essential for the realism of the plot.	.711		
	Q717	I consider the placement of brands in films as "commercials in disguise".	.686		
	Q718	Movie audiences are subconsciously influenced by the brands they see in movies.	.510		

This study used Confirmatory Factor Analysis (CFA) to assess both convergent and discriminant validity instead of using Exploratory Factor Analysis (EFA) or Principal Component Analysis (PCA). EFA and PCA are commonly used in exploring the nature of factors, but there is no reason to believe a rotated factor structure will correspond to any intended structure or will be meaningful in practice (Ladd, 2005). Assessing construct validity by using a CFA model has several advantages: 1) both discriminant, convergent and construct validity can be assessed, 2) the correlations among the factors are independently specified, not specified to be simply an orthogonal or oblique structure, 3) each observed variable may be constrained to be determined by any limited number of factors, not necessarily all factors in the model (Ladd, 2005).

Convergent validity was assessed by the magnitude of the factor loadings of each indicator of the latent constructs (Anderson & Gerbing, 1988). Majority of the factor loadings had a significant p-value less than 0.001. Thus tests supported that majority of the constructs had convergent validity.

For testing the discriminant validity, this study examined whether correlations among the latent constructs were less than 1 and were not significant and all correlations of latent constructs are less than 1.

Measurement of Invariate Test between US and Brazil Samples

The equality constraints were imposed before the multiple group measurement invariance tests on particular parameters in the final measurement model. The data for two groups were analyzed simultaneously to obtain efficient estimates (Joreskog & Sorbom, 1996; Bentler, 1995). In this study AMOS 20.0 was used for the analysis. In order to identify the measurement invariance in multiple group analysis, the researcher examined the significance of the difference in fit between the nested models by using chi – square difference test and model fit indices. Since the nested models (e.g., Model 1, Model 2 and Model 3) are used in the study, the chi square differences test suggests that the fit of the nested model is beyond is expected by chance or not. Other model fit indices (e.g., CFI, RMSEA) were also examined to check the extent of differences among the models. By using Amos graphic 20.0, slightly different model fit indices between models was obtained. In the model comparisons section, chi-square difference tests and p- value greater than .05 may indicate there is no difference in measurement items across groups. Even though this study obtains the following chi-square difference test and the p value is not greater than .05, this study concludes that the measurement items across groups are not significantly different by comparing model fit indices.

Table 16. Between the those unexposed and exposed to the brands

Model	NPAR	CMIN	DF	P	CMIN/DF	CFI	RMSEA
Unconstrained	390	8912.011	3898	.000	2.286	.717	.045
Model 1	331	9154.256	3957	.000	2.313	.706	.045
Model 2	267	9446.551	4021	.000	2.349	.693	.046
Model 3	195	10227.968	4093	.000	2.499	.653	.048

Model	NPAR	CMIN	DF	P	CMIN/DF	CFI	RMSEA
Saturated model	4288	.000	0			1.000	
Independence model	256	21730.798	4032	.000	5.390	.000	.082

Table 17. ***Chi – Square Difference Tests (*****Assuming model Unconstrained to be correct)**

Model	DF	CMIN	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Model 1	59	242.245	.000	.011	.014	.005	.006
Model 2	123	534.540	.000	.025	.030	.012	.014
Model 3	195	1315.957	.000	.061	.074	.039	.048

Between the country

Table 18. Model fit indices of Nested models

Model	NPAR	CMIN	DF	P	CMIN/DF	CFI	RMSEA
Unconstrained	390	9340.235	3898	.000	2.396	.693	.046
Model 1	331	9793.911	3957	.000	2.475	.671	.048
Model 2	267	10479.336	4021	.000	2.606	.636	.050
Model 3	196	11346.462	4092	.000	2.773	.591	.052
Saturated model	4288	.000	0			1.000	.082
Independence model	256	21787.327	4032	.000	5.404	.000	.045

Table 19. ***Chi – Square Difference Tests (*****Assuming model Unconstrained to be correct)**

Model	DF	CMIN	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Model 1	59	453.676	.000	.021	.025	.015	.018
Model 2	123	1139.101	.000	.052	.064	.039	.048
Model 3	194	2006.227	.000	.092	.112	.070	.086

By examining model fit indices changes between the unconstrained model and the model 1(factor invariance), this study revealed that the measurement weights model with imposing 59 degrees of freedom has a slight change in the model fit indices compared to the unconstrained model. In an unconstrained model serves as bench mark the values in all model matrices are freely estimated against which the fit of more restricted models are compared (Mavondo,

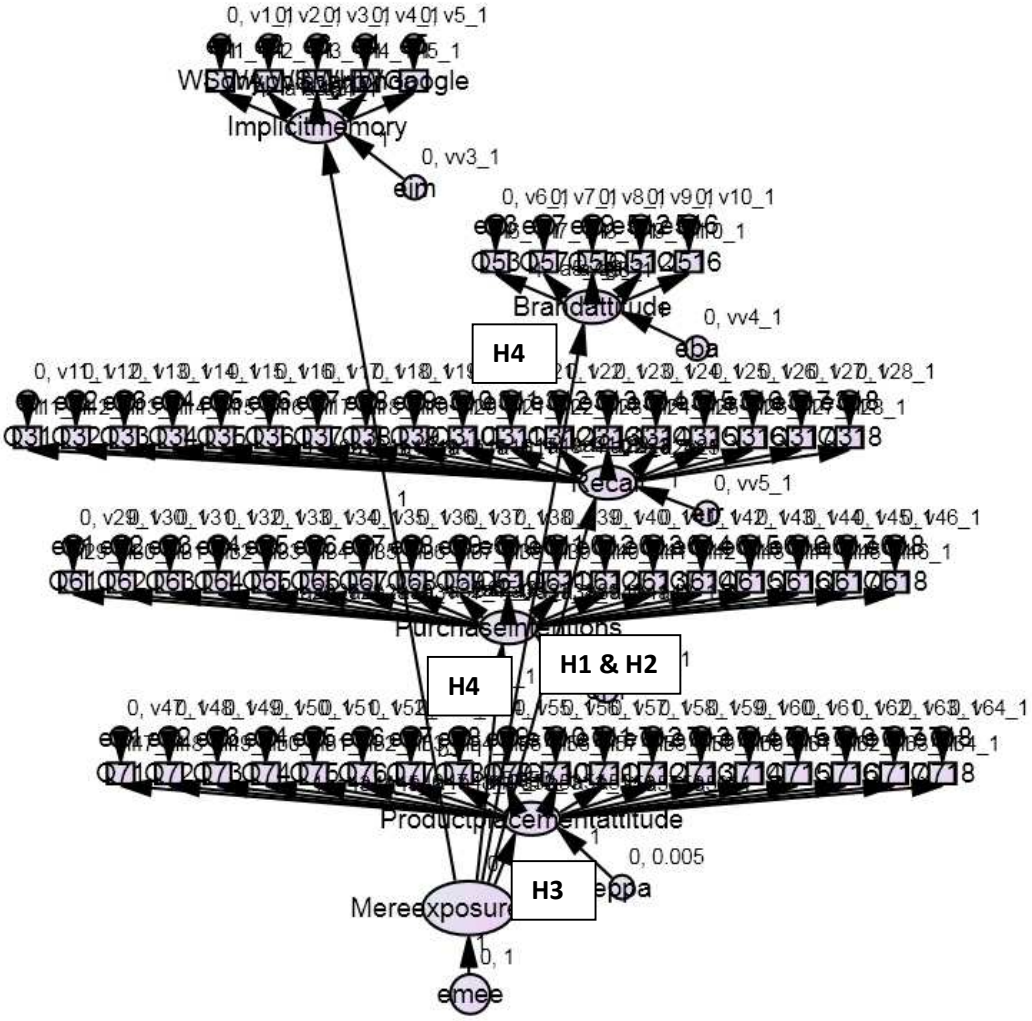
Gabbott, &Tsareko, 2003). After scrutinizing the chi-square difference tests and the corresponding changes in the model-fit indices, this study concluded that the measurement invariance between the USA and Brazil groups exists and it enabled this study to proceed to the structural model evaluation.

After testing the final model the proposed research hypotheses were tested by using the nested models. Since the model was fit by testing different models as indicated in above table, and the p value was less than 0.01 which means that different relationship exists between the exposed and unexposed groups and US and Brazil consumers in the proposed hypotheses. The results of chi square difference test were also supported to test the hypotheses.

Hypothesis testing

The hypotheses of the research model set in the earlier sections were tested by using the structural equation modeling. The results of hypotheses tested based on the research model and their comparative analysis for the hypothesized path is provided.

While testing the research model, the error variance for product placement attitude was negative for both the groups. The Heywood case was used to fix the negative value by using very small positive value (0.005) (Bentler & Chu, 1987; Dillon, Humar, & Mulani, 1987). Thus the error variance was set in both the groups. After changing the error variance, the model fit indices were obtained is being reported in following table. The hypotheses proposed were tested using the final model.



Hypotheses 1

H1: Consumers / Participants who viewed the brands / products in the movie have a higher brand / product recall compared to the consumers / participants who did not view the brands / products in the movie. (Null Hypothesis)

Null Hypothesis: There is no difference between the consumers who were exposed and unexposed to the brands regarding recall.

Alternate Hypothesis: There is a difference between the consumers who were exposed and unexposed to the brands regarding recall.

First hypotheses examined the difference about recall between the consumers who exposed and not exposed to different brands in the movie. The Exposed group showed a regression weight of 0.241 and not exposed group showed a regression weight of 0.115 in SEM. The estimates within the group were significant at 0.05 levels in SEM The hypothesis supported both the groups with exposed consumers having higher regression estimates compared to unexposed consumers which indicate that the hypothesis can be rejected since there is a significant difference as indicated by the t test.

Table 20. Regression estimates and t test results of Hypothesis 1

Hypotheses	Estimates (Exposed)	Estimates (Unexposed)	T test P value
H1	0.241***	0.115***	0.0001

***Significant at 0.0001 levels

Hypotheses 2

H2: US Consumers / Participants are able to recognize and recall brands / products which appear in the background of the movie than Brazil.

Null hypothesis: There is no difference between Consumers / Participants of US and Brazil regarding ability to recognize and recall brands / products which appear in the background of the movie.

Null hypothesis: There is a significant difference between Consumers / Participants of US and Brazil regarding ability to recognize and recall brands / products which appear in the background of the movie.

Second hypothesis examined whether there is a significant difference between the consumers of USA and Brazil regarding recognizing and recalling the brands that appeared in the background of the movie. USA consumers had a regression estimate of 0.156 and Brazil consumers showed an estimate of 0.196. The estimates within the group they were significant at 0.05 levels in SEM. The hypothesis was supported in both the countries with Brazil consumers having higher regression estimates and mean values compared to US consumers which indicates that the

hypothesis can be rejected since there is a significant difference which was also indicated by the t test.

Table 21. Regression estimates of Hypothesis 2

Hypotheses	Estimates (USA)	Estimates (Brazil)	T test P value
H2	0.156***	0.196***	0.025

***Significant at 0.0001 levels

Hypotheses 3

H3: Consumers / participants from USA are more accepting of product placements compared to their counterparts in Brazil.

Null Hypothesis: There is no significant difference between the US and Brazil Consumers regarding Product Placement Attitude.

Alternate Hypothesis: There is a significant difference between the US and Brazil Consumers regarding Product Placement Attitude.

Third hypothesis examined the product placements between the countries. The regression estimate for USA consumers was 0.047 and Brazil consumers were 0.677. The estimates of SEM within the group were significant at 0.05 levels for both the groups. The mean values for product placements were also more to the Brazil consumers than US consumers. So we can conclude that the consumers from both countries were accepting product placements with a more acceptance to Brazil consumers and hypothesis can be rejected.

Table 22. Regression estimates Hypothesis 3

Hypotheses	Estimates (USA)	Estimates (Brazil)	T test P value
H3	0.047***	0.677***	0.002

***Significant at 0.0001 levels

Hypotheses 4

H4: There are discernible similarities in consumer / participant brand attitudes and purchase

intentions in consumers / participants from USA and Brazil inspite of the fact that their country of origin is different.

Null Hypothesis: There is no difference between consumer / participant of US and Brazil regarding brand attitudes and purchase intentions.

Alternate Hypothesis: There is a difference between consumer / participant of US and Brazil regarding brand attitudes and purchase intentions.

Fourth hypothesis stated that the consumers from USA have discernible similarities in brand attitudes and purchase intentions in consumers from Brazil in spite of fact that their country of origin is different. The regression estimate for brand attitudes for US consumers was 0.348 and Brazil consumers was 0.201. Brazil consumers also had more mean value for brand attitude than US Consumers. The regression estimates for Purchase intention in US sample was 0.308 and Brazil was 0.218. US consumers also had more mean value for purchase intention than Brazil Consumers. The estimates within the group in SEM model were significant at 0.05 levels. Since the estimates were different for both the countries there were no similarities between the countries.

Table 23. Regression estimates of Hypothesis 4

Hypotheses	Estimates (USA)	Estimates (Brazil)	T test P value
H4 Brand attitude	0.348***	0.201***	0.030
H4 Purchase intention	0.308***	0.218**	0.032

***Significant at 0.0001 levels

** Significant at 0.05 levels

Summary of the Hypothesis testing

Table 24

Hypothesis	**Brazil**	**USA**	**Result**
H1: Consumers / Participants who viewed the	0.241***	0.115***	Difference

brands / products in the movie have a higher brand / product recall compared to the consumers / participants who did not view the brands / products in the movie.	(Exposed)	(Not exposed)	
H2: US Consumers / Participants are able to recognize and recall brands / products which appear in the background of the movie than Brazil.	0.156***	0.196***	Difference
H3: Consumers / participants from USA are more accepting of product placements compared to their counterparts in Brazil	0.047***	0.677***	Difference
H4: There are discernible similarities in consumer / participant brand attitudes and purchase intentions in consumers / participants from USA and Brazil inspite of the fact that their country of origin is different.	0.348***	0.201***	Difference
	0.308***	0.218**	Difference

Descriptive statistics

Table 25. Implicit Memory

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
W Sony	651	0	1	.70	.457
W Apple	651	0	1	.78	.415
W Sharp	651	0	1	.93	.259
W Honda	651	0	1	.89	.316
W Google	651	0	1	.76	.429

Above table shows the mean and standard deviations for the constructs determining Implicit Memory. Word Sharp had high mean values of 0.93 and a standard deviation of 0.93 and word Sony had low means of 0.70 and standard deviations of 0.457.

Table 26. Unaided recall

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
UNRec Sony	651	0	1	.76	.424
UNRec Apple	651	0	1	.91	.285
UNRec Sharp	651	0	1	.91	.292
UNRec Honda	651	0	1	.90	.302
UNRec Google	651	0	1	.80	.401

Above table shows the mean and standard deviations for the constructs determining unaided recall. Sharp and Honda had high mean values of 0.91 and standard deviations of 0.285 and 0.292 respectively.

Table 27. Attitude towards brand

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
ATTBrand3	651	1	5	4.32	.854
ATTBrand7	651	1	5	4.31	.909
ATTBrand9	651	1	5	4.26	1.017
ATTBrand12	651	1	5	3.87	1.012
ATTBrand16	651	1	5	4.47	.935

Above table shows the mean and standard deviations for the constructs determining Attitude towards brand. Google had high mean values of 4.47 and a standard deviation of 0.935 and Panasonic had low mean value of 3.87 and a standard deviation of 1.012.

Table 28. Aided recall

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AltaVista	651	0	1	.74	.440
Apple	651	0	1	.85	.355
Bing	651	0	1	.54	.499
Chevrolet	651	0	1	.75	.432
Dell	651	0	1	.69	.462
Ford	651	0	1	.65	.477
Google	651	0	1	.78	.415
Hewllet Packard - HP	651	0	1	.69	.462
Honda	651	0	1	.68	.468
Hyundai	651	0	1	.63	.483
LG	651	0	1	.65	.478
Panasonic	651	0	1	.66	.474

Samsung	651	0	1	.64	.480
Sharp	651	0	1	.61	.489
Sony	651	0	1	.72	.451
Toshiba	651	0	1	.57	.496
Toyota	651	0	1	.68	.467
Yahoo	651	0	1	.64	.481

Above table shows the mean and standard deviations for the constructs determining Aided recall. Apple had high mean value of 0.85 and a standard deviation of 0.355 and Sharp had low mean value of 0.61 and a standard deviation of 0.489.

Table 29. Purchase intentions

Descriptive Statistics					
	N	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
AltaVista	651	1	5	3.97	1.299
Apple	651	1	5	3.98	1.284
Bing	651	1	5	4.14	1.192
Chevrolet	651	1	5	4.00	1.229
Dell	651	1	5	3.41	1.493
Ford	651	1	5	3.71	1.461
Google	651	1	5	4.30	1.083
Hewllet Packard - HP	651	1	5	3.85	1.407
Honda	651	1	5	4.21	1.249
Hyundai	651	1	5	3.87	1.198
LG	651	1	5	3.96	1.084
Panasonic	651	1	5	3.58	1.314
Samsung	651	1	5	4.30	.944
Sharp	651	1	5	4.29	.979
Sony	651	1	5	2.84	1.508
Toshiba	651	1	5	4.29	1.303
Toyota	651	1	5	3.94	1.244
Yahoo	651	1	5	2.45	1.472

Above table shows the mean and standard deviations for the constructs determining Purchase intentions. Google had high mean value of 4.30 and a standard deviation of 1.083 and Yahoo had low mean value of 2.45 and a standard deviation of 1.472.

Table 30. Product Placement Attitude

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I will not go to movies if I know beforehand that brands are placed in the film for commercial purposes.	651	1.00	5.00	1.98	1.26
I hate to see brands in films if they are presented for commercial purposes.	651	1.00	5.00	2.64	1.29
I do not care if a movie producer receives money or other compensation from companies for placing their brands in their films.	651	1.00	5.00	3.86	.99
It is highly unethical to influence the audience to use branded products in movies.	651	1.00	5.00	2.41	1.08
Viewers of films should have the option to receive a refund of their ticket if they don't like to see brands in the film which they watch.	651	1.00	5.00	2.12	1.22
Movie producers are deceiving the audience by disguising advertisements as brands in movies.	651	1.00	5.00	2.61	1.24
The government should regulate the use of brands in movies.	651	1.00	5.00	2.84	1.36
If movies are making money out of brands placed in them, movie ticket prices should be reduced.	651	1.00	5.00	3.34	1.13
Brands featured in a film for which a producer received payment should be presented in the opening credits, at the beginning of the movie.	651	1.00	5.00	2.88	1.14
I'd rather see real brands instead of fictitious brands.	651	1.00	5.00	3.75	.92

Fictional films should use fictitious brands instead of real brands.	651	1.00	5.00	2.63	1.08
I often watch rented movies.	651	1.00	5.00	3.77	1.03
I often watch movies in the theater.	651	1.00	5.00	3.63	.97
I hate watching movies.	651	1.00	5.00	3.05	1.78
Movies should not show the same brand very often.	651	1.00	5.00	2.88	1.01
Films should only contain those brands that are essential for the realism of the plot.	651	1.00	5.00	3.15	1.09
I consider the placement of brands in films as “commercials in disguise”.	651	1.00	5.00	3.21	1.034
Movie audiences are subconsciously influenced by the brands they see in movies.	651	1.00	5.00	3.41	.99

Above table shows the mean and standard deviations for the constructs determining Product Placement Attitude. The statement “I do not care if a movie producer receives money or other compensation from companies for placing their brands in their films” had high mean value of 3.86 and a standard deviation of 0.99 and statement “I will not go to movies if I know beforehand that brands are placed in the film for commercial purposes” had low mean value of 1.98 and a standard deviation of 1.26.

Inferential statistics

The T-test was used to examine whether specific sub-groups differed significantly in their responses to any questionnaire item. It is mainly based on the sub-sample means and standard deviations, a measure of dispersion in the sample, to determine whether observed differences between the groups are likely to be due to chance. Again the 0.05 level of statistical significance is normally used in reporting the results. This test can be used on relatively small samples, even when the sub-groups are of different sizes. However, it is only suitable for comparing two sub-

groups, when comparisons of three or more sub-groups were required, one way ANOVA (analysis of variance) was used instead.

Table 31

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
Recall	Brazil	319	.7119	.31750	.01778
	USA	332	.6509	.37070	.02034
PPA	Brazil	319	3.0747	.46494	.02603
	USA	332	2.9510	.54356	.02983
Purchase intention	Brazil	319	3.7590	.74479	.04170
	USA	332	3.8770	.65146	.03575
Implicit Memory	Brazil	319	.7442	.29888	.01673
	USA	332	.8072	.28189	.01547
Unaided recall	Brazil	319	.8503	.33195	.01859
	USA	332	.9059	.23479	.01289
Brand Attitude	Brazil	319	4.1937	.72993	.04087
	USA	332	4.0651	.77817	.04271

Table no 32

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Recall	Equal variances assumed	18.084	.000	2.251	649	.025	.06101	.02710	.00780	.11422
	Equal variances not assumed			2.258	640.655	.024	.06101	.02702	.00796	.11406
PPA	Equal variances assumed	1.673	.196	3.116	649	.002	.12374	.03972	.04576	.20173
	Equal variances not assumed			3.125	640.467	.002	.12374	.03959	.04599	.20149
Purchase	Equal variances assumed	6.463	.011	-2.155	649	.032	-.11804	.05478	-.22561	-.01047

intention	Equal variances not assumed			-2.149	630.198	.032	-.11804	.05493	-.22591	-.01017
Implicit Memory	Equal variances assumed	9.020	.003	-2.769	649	.006	-.06303	.02276	-.10773	-.01833
	Equal variances not assumed			-2.766	642.780	.006	-.06303	.02279	-.10778	-.01828
Unaided recall	Equal variances assumed	27.534	.000	-2.473	649	.014	-.05556	.02247	-.09967	-.01145
	Equal variances not assumed			-2.457	570.540	.014	-.05556	.02262	-.09998	-.01114
Brand Attitude	Equal variances assumed	10.672	.001	2.174	649	.030	.12867	.05919	.01245	.24489
	Equal variances not assumed			2.177	648.627	.030	.12867	.05911	.01260	.24474

Above tables shows the mean values of implicit memory, Unaided recall, Brand attitude, aided recall, Purchase intention and product placement attitude between Brazil and USA.

The t test statistic of Aided recall between consumers of Brazil and USA was 2.251 and its corresponding p value is 0.025<0.05. Since the p value is less than 0.05 we can conclude that there is a significant difference between Brazil and USA regarding aided recall.

The t test statistic of product placement attitude between consumers of Brazil and USA was 1.528 and its corresponding p value is 0.002<0.05. Since the p value is less than 0.05 we can conclude that there is a significant difference between Brazil and USA regarding product placement attitude.

The t test statistic of Purchase intention between consumers of Brazil and USA was -2.155 and its corresponding p value is 0.032<0.05. Since the p value is less than 0.05 we can conclude that there is a significant difference between Brazil and USA regarding purchase intention.

The t test statistic of implicit memory between consumers of Brazil and USA was -2.279 and its corresponding p value is 0.006>0.05. Since the p value is less than 0.05 we can conclude that there is a significant difference between Brazil and USA regarding implicit memory.

The t test statistic of Unaided recall between consumers of Brazil and USA was -2.473 and its corresponding p value is 0.014<0.05. Since the p value is less than 0.05 we can conclude that there is a significant difference between Brazil and USA regarding unaided recall.

The t test statistic of Brand attitude between consumers of Brazil and USA was 2.174 and its corresponding p value is 0.030<0.05. Since the p value is less than 0.05 we can conclude that there is a significant difference between Brazil and USA regarding Brand attitude.

Appendix

Table 1. Normal distribution of the constructs

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
WSony	651	0	1	.70	.457	-1.206	.191
WApple	651	0	1	.78	.415	-.187	.191
WSharp	651	0	1	.93	.259	9.007	.191
WHonda	651	0	1	.89	.316	4.085	.191
WGoogle	651	0	1	.76	.429	-.554	.191
UNRecSony	651	0	1	.76	.424	-.432	.191
UNRecApple	651	0	1	.91	.285	6.380	.191
UNRecSharp	651	0	1	.91	.292	5.829	.191
UNRecHonda	651	0	1	.90	.302	5.024	.191
UNRecGoogle	651	0	1	.80	.401	.232	.191
ATTBrand3	651	1	5	4.32	.854	2.295	.191
ATTBrand7	651	1	5	4.02	1.210	.896	.191
ATTBrand9	651	1	5	4.10	1.196	.924	.191
ATTBrand12	651	1	5	3.80	1.071	.346	.191
ATTBrand16	651	1	5	4.39	1.037	2.478	.191
AltaVista	651	0	1	.74	.441	-.853	.191
Apple	651	0	1	.84	.362	1.651	.191
Bing	651	0	1	.55	.498	-1.966	.191
Chevrolet	651	0	1	.78	.415	-.187	.191
Dell	651	0	1	.70	.460	-1.262	.191
Ford	651	0	1	.66	.475	-1.562	.191
Google	651	0	1	.76	.426	-.482	.191
Hewllet Packard - HP	651	0	1	.69	.461	-1.289	.191
Honda	651	0	1	.68	.466	-1.390	.191
Hyundai	651	0	1	.64	.480	-1.652	.191
LG	651	0	1	.65	.477	-1.600	.191

Panasonic	651	0	1	.67	.471	-1.481	.191
Samsung	651	0	1	.65	.476	-1.591	.191
Sharp	651	0	1	.62	.486	-1.764	.191
Sony	651	0	1	.73	.447	-.982	.191
Toshiba	651	0	1	.58	.494	-1.903	.191
Toyota	651	0	1	.69	.463	-1.328	.191
Yahoo	651	0	1	.65	.477	-1.600	.191
AltaVista	651	1	5	3.93	1.313	.198	.191
Apple	651	1	5	3.92	1.319	.180	.191
Bing	651	1	5	4.06	1.270	.804	.191
Chevrolet	651	1	5	3.98	1.255	.604	.191
Dell	651	1	5	3.40	1.498	-1.241	.191
Ford	651	1	5	3.70	1.475	-.769	.191
Google	651	1	5	4.27	1.119	3.061	.191
Hewllet Packard - HP	651	1	5	3.82	1.430	-.328	.191
Honda	651	1	5	4.19	1.267	1.389	.191
Hyundai	651	1	5	3.85	1.218	.184	.191
LG	651	1	5	3.95	1.096	1.156	.191
Panasonic	651	1	5	3.58	1.318	-.492	.191
Samsung	651	1	5	4.27	.976	3.042	.191
Sharp	651	1	5	4.27	1.006	3.370	.191
Sony	651	1	5	2.85	1.517	-1.490	.191
Toshiba	651	1	5	4.29	1.303	1.617	.191
Toyota	651	1	5	3.94	1.247	.410	.191
Yahoo	651	1	5	2.46	1.482	-1.294	.191
Q61	651	1.00	5.00	1.9862	1.27393	.571	.191
Q62	651	1.00	5.00	2.4992	1.25192	-.678	.191
Q63	651	1.00	5.00	3.7404	1.09061	.550	.191
Q64	651	1.00	5.00	2.3533	1.06896	.421	.191
Q65	651	1.00	5.00	2.0968	1.21079	.590	.191
Q66	651	1.00	5.00	2.6083	1.24845	-.573	.191
Q67	651	1.00	5.00	2.8280	1.36930	-1.086	.191
Q68	651	1.00	5.00	3.3318	1.13972	-.625	.191
Q69	651	1.00	5.00	2.8049	1.13965	-.814	.191
Q610	651	1.00	5.00	3.7450	.94109	.388	.191
Q611	651	1.00	5.00	2.6175	1.08256	-.327	.191
Q612	651	1.00	5.00	3.7527	1.05187	.389	.191
Q613	651	1.00	5.00	3.6237	.99134	-.211	.191
Q614	651	1.00	5.00	3.0614	1.78521	-1.816	.191
Q615	651	1.00	5.00	2.8694	1.02425	-.356	.191

Q616	651	1.00	5.00	3.1490	1.10422	-.690	.191
Q617	651	1.00	5.00	3.1966	1.05015	-.693	.191
Q618	651	1.00	5.00	3.4040	1.01280	-.226	.191
Valid N (listwise)	651						

Table 2 Regression weights and critical ratios for Whole sample

			Estimate	S.E.	C.R.	P	Label
Productplacementattitude	<---	Mereexposureeffect	1.000				
Recall	<---	Mereexposureeffect	.161	.013	12.087	***	
Brandattitude	<---	Mereexposureeffect	.201	.033	6.121	***	
Implicitmemory	<---	Mereexposureeffect	.012	.016	.792	.428	
Purchaseintentions	<---	Mereexposureeffect	.236	.041	5.801	***	
WSony	<---	Implicitmemory	1.000				
WApple	<---	Implicitmemory	.711	.066	10.746	***	
WSharp	<---	Implicitmemory	.321	.039	8.178	***	
WHonda	<---	Implicitmemory	.570	.051	11.184	***	
WGoogle	<---	Implicitmemory	.925	.075	12.328	***	
Q53	<---	Brandattitude	1.000				
Q57	<---	Brandattitude	.912	.075	12.194	***	
Q59	<---	Brandattitude	1.042	.074	14.005	***	
Q512	<---	Brandattitude	.715	.066	10.806	***	
Q516	<---	Brandattitude	1.030	.066	15.611	***	
Q31	<---	Recall	1.000				
Q32	<---	Recall	.716	.061	11.709	***	
Q33	<---	Recall	1.197	.088	13.597	***	
Q34	<---	Recall	.939	.072	12.996	***	
Q35	<---	Recall	1.185	.083	14.283	***	

			Estimate	S.E.	C.R.	P	Label
Q36	<---	Recall	1.209	.085	14.160	***	
Q37	<---	Recall	.856	.072	11.857	***	
Q38	<---	Recall	1.400	.088	15.914	***	
Q39	<---	Recall	1.449	.090	16.142	***	
Q310	<---	Recall	1.641	.096	17.077	***	
Q311	<---	Recall	1.285	.087	14.726	***	
Q312	<---	Recall	1.586	.094	16.933	***	
Q313	<---	Recall	1.538	.093	16.517	***	
Q314	<---	Recall	1.641	.097	16.952	***	
Q315	<---	Recall	1.240	.083	15.021	***	
Q316	<---	Recall	1.630	.097	16.723	***	
Q317	<---	Recall	1.522	.091	16.693	***	
Q318	<---	Recall	1.448	.091	15.914	***	
Q61	<---	Purchaseintentions	1.000				
Q62	<---	Purchaseintentions	.907	.066	13.783	***	
Q63	<---	Purchaseintentions	.819	.063	13.013	***	
Q64	<---	Purchaseintentions	.777	.062	12.551	***	
Q65	<---	Purchaseintentions	.852	.073	11.598	***	
Q66	<---	Purchaseintentions	.865	.072	11.940	***	
Q67	<---	Purchaseintentions	.734	.056	13.214	***	
Q68	<---	Purchaseintentions	.683	.069	9.846	***	
Q69	<---	Purchaseintentions	.834	.063	13.262	***	
Q610	<---	Purchaseintentions	.715	.060	11.944	***	
Q611	<---	Purchaseintentions	.622	.054	11.585	***	
Q612	<---	Purchaseintentions	.563	.064	8.858	***	

			Estimate	S.E.	C.R.	P	Label
Q613	<---	Purchaseintentions	.421	.047	8.932	***	
Q614	<---	Purchaseintentions	.635	.050	12.769	***	
Q615	<---	Purchaseintentions	.526	.073	7.244	***	
Q616	<---	Purchaseintentions	.976	.066	14.879	***	
Q617	<---	Purchaseintentions	.674	.061	11.059	***	
Q618	<---	Purchaseintentions	.565	.071	7.938	***	
Q71	<---	Productplacementattitude	1.000				
Q72	<---	Productplacementattitude	.643	.050	12.891	***	
Q73	<---	Productplacementattitude	.288	.045	6.375	***	
Q74	<---	Productplacementattitude	.562	.042	13.239	***	
Q75	<---	Productplacementattitude	.419	.050	8.434	***	
Q76	<---	Productplacementattitude	.870	.047	18.388	***	
Q77	<---	Productplacementattitude	1.024	.051	20.085	***	
Q78	<---	Productplacementattitude	.348	.047	7.384	***	
Q79	<---	Productplacementattitude	.279	.047	5.881	***	
Q710	<---	Productplacementattitude	.325	.039	8.417	***	
Q711	<---	Productplacementattitude	.433	.044	9.811	***	
Q712	<---	Productplacementattitude	.274	.044	6.268	***	
Q713	<---	Productplacementattitude	.297	.041	7.241	***	
Q714	<---	Productplacementattitude	1.132	.069	16.423	***	
Q715	<---	Productplacementattitude	.540	.041	13.279	***	
Q716	<---	Productplacementattitude	.547	.044	12.378	***	
Q717	<---	Productplacementattitude	.479	.042	11.329	***	
Q718	<---	Productplacementattitude	.367	.041	8.857	***	

Table 3 Regression weights and critical ratios for Exposed group

			Estimate	S.E.	C.R.	P	Label
Productplacementattitude	<---	Mereexposureeffect	1.000				
Recall	<---	Mereexposureeffect	.241	.025	9.765	***	b1_1
Brandattitude	<---	Mereexposureeffect	.029	.033	.886	.376	b2_1
Implicitmemory	<---	Mereexposureeffect	.007	.029	.241	.809	b3_1
Purchaseintentions	<---	Mereexposureeffect	.037	.069	.540	.589	b4_1
WSony	<---	Implicitmemory	1.000				
WApple	<---	Implicitmemory	.804	.097	8.247	***	a1_1
WSharp	<---	Implicitmemory	.222	.052	4.272	***	a2_1
WHonda	<---	Implicitmemory	.306	.066	4.647	***	a3_1
WGoogle	<---	Implicitmemory	.594	.089	6.651	***	a4_1
Q53	<---	Brandattitude	1.000				
Q57	<---	Brandattitude	.542	.232	2.342	.019	a5_1
Q59	<---	Brandattitude	2.095	.312	6.710	***	a6_1
Q512	<---	Brandattitude	.547	.177	3.082	.002	a7_1
Q516	<---	Brandattitude	1.830	.279	6.550	***	a8_1
Q31	<---	Recall	1.000				
Q32	<---	Recall	.415	.046	9.084	***	a9_1
Q33	<---	Recall	.762	.067	11.419	***	a10_1
Q34	<---	Recall	.599	.056	10.728	***	a11_1
Q35	<---	Recall	.659	.060	10.908	***	a12_1
Q36	<---	Recall	.594	.066	8.936	***	a13_1
Q37	<---	Recall	.461	.045	10.351	***	a14_1
Q38	<---	Recall	.849	.047	17.954	***	a15_1

			Estimate	S.E.	C.R.	P	Label
Q39	<---	Recall	.782	.046	16.868	***	a16_1
Q310	<---	Recall	1.004	.045	22.191	***	a17_1
Q311	<---	Recall	.751	.050	14.938	***	a18_1
Q312	<---	Recall	.923	.047	19.647	***	a19_1
Q313	<---	Recall	.884	.048	18.314	***	a20_1
Q314	<---	Recall	1.002	.047	21.298	***	a21_1
Q315	<---	Recall	.760	.048	15.919	***	a22_1
Q316	<---	Recall	1.028	.049	20.896	***	a23_1
Q317	<---	Recall	.900	.044	20.233	***	a24_1
Q318	<---	Recall	.890	.053	16.800	***	a25_1
Q61	<---	Purchaseintentions	1.000				
Q62	<---	Purchaseintentions	.888	.080	11.136	***	a26_1
Q63	<---	Purchaseintentions	.677	.072	9.457	***	a27_1
Q64	<---	Purchaseintentions	.671	.073	9.230	***	a28_1
Q65	<---	Purchaseintentions	.900	.091	9.878	***	a29_1
Q66	<---	Purchaseintentions	.909	.090	10.094	***	a30_1
Q67	<---	Purchaseintentions	.838	.071	11.766	***	a31_1
Q68	<---	Purchaseintentions	.679	.088	7.714	***	a32_1
Q69	<---	Purchaseintentions	.808	.078	10.350	***	a33_1
Q610	<---	Purchaseintentions	.554	.076	7.330	***	a34_1
Q611	<---	Purchaseintentions	.516	.069	7.452	***	a35_1
Q612	<---	Purchaseintentions	.447	.080	5.590	***	a36_1
Q613	<---	Purchaseintentions	.348	.062	5.596	***	a37_1
Q614	<---	Purchaseintentions	.574	.063	9.121	***	a38_1
Q615	<---	Purchaseintentions	.344	.095	3.628	***	a39_1

			Estimate	S.E.	C.R.	P	Label
Q616	<---	Purchaseintentions	.811	.076	10.632	***	a40_1
Q617	<---	Purchaseintentions	.677	.076	8.911	***	a41_1
Q618	<---	Purchaseintentions	.404	.096	4.216	***	a42_1
Q71	<---	Productplacementattitude	1.000				
Q72	<---	Productplacementattitude	.669	.079	8.480	***	a43_1
Q73	<---	Productplacementattitude	.217	.071	3.060	.002	a44_1
Q74	<---	Productplacementattitude	.578	.070	8.225	***	a45_1
Q75	<---	Productplacementattitude	.276	.074	3.730	***	a46_1
Q76	<---	Productplacementattitude	.911	.071	12.802	***	a47_1
Q77	<---	Productplacementattitude	1.002	.077	13.048	***	a48_1
Q78	<---	Productplacementattitude	.339	.073	4.640	***	a49_1
Q79	<---	Productplacementattitude	.172	.077	2.246	.025	a50_1
Q710	<---	Productplacementattitude	.232	.058	3.976	***	a51_1
Q711	<---	Productplacementattitude	.230	.068	3.385	***	a52_1
Q712	<---	Productplacementattitude	.270	.067	4.007	***	a53_1
Q713	<---	Productplacementattitude	.302	.063	4.767	***	a54_1
Q714	<---	Productplacementattitude	1.291	.101	12.810	***	a55_1
Q715	<---	Productplacementattitude	.570	.066	8.631	***	a56_1
Q716	<---	Productplacementattitude	.411	.065	6.304	***	a57_1
Q717	<---	Productplacementattitude	.493	.064	7.706	***	a58_1
Q718	<---	Productplacementattitude	.278	.059	4.683	***	a59_1

Table 4 Regression weights and critical ratios for Not exposed group

Regression Weights: (Not Exposed - Unconstrained)

			Estimate	S.E.	C.R.	P	Label
Productplacementattitude	<---	Mereexposureeffect	1.000				
Recall	<---	Mereexposureeffect	.115	.016	7.300	***	b1_2
Brandattitude	<---	Mereexposureeffect	.330	.046	7.128	***	b2_2
Implicitmemory	<---	Mereexposureeffect	.032	.018	1.835	.067	b3_2
Purchaseintentions	<---	Mereexposureeffect	.382	.052	7.354	***	b4_2
WSony	<---	Implicitmemory	1.000				
WApple	<---	Implicitmemory	.655	.087	7.538	***	a1_2
WSharp	<---	Implicitmemory	.346	.049	7.047	***	a2_2
WHonda	<---	Implicitmemory	.683	.063	10.880	***	a3_2
WGoogle	<---	Implicitmemory	.905	.083	10.880	***	a4_2
Q53	<---	Brandattitude	1.000				
Q57	<---	Brandattitude	.984	.060	16.357	***	a5_2
Q59	<---	Brandattitude	.920	.063	14.696	***	a6_2
Q512	<---	Brandattitude	.697	.068	10.181	***	a7_2
Q516	<---	Brandattitude	.965	.058	16.715	***	a8_2
Q31	<---	Recall	1.000				
Q32	<---	Recall	1.050	.146	7.184	***	a9_2
Q33	<---	Recall	1.777	.219	8.110	***	a10_2
Q34	<---	Recall	1.372	.175	7.834	***	a11_2
Q35	<---	Recall	1.826	.218	8.371	***	a12_2
Q36	<---	Recall	2.018	.235	8.597	***	a13_2
Q37	<---	Recall	1.148	.169	6.781	***	a14_2
Q38	<---	Recall	1.974	.232	8.499	***	a15_2
Q39	<---	Recall	2.109	.244	8.627	***	a16_2
Q310	<---	Recall	2.345	.264	8.871	***	a17_2

			Estimate	S.E.	C.R.	P	Label
Q311	<---	Recall	1.725	.215	8.011	***	a18_2
Q312	<---	Recall	2.322	.262	8.876	***	a19_2
Q313	<---	Recall	2.182	.251	8.698	***	a20_2
Q314	<---	Recall	2.279	.259	8.789	***	a21_2
Q315	<---	Recall	1.694	.209	8.123	***	a22_2
Q316	<---	Recall	2.189	.252	8.682	***	a23_2
Q317	<---	Recall	2.169	.248	8.730	***	a24_2
Q318	<---	Recall	2.079	.242	8.601	***	a25_2
Q61	<---	Purchaseintentions	1.000				
Q62	<---	Purchaseintentions	.910	.100	9.122	***	a26_2
Q63	<---	Purchaseintentions	.946	.101	9.377	***	a27_2
Q64	<---	Purchaseintentions	.886	.097	9.095	***	a28_2
Q65	<---	Purchaseintentions	.792	.109	7.294	***	a29_2
Q66	<---	Purchaseintentions	.809	.107	7.538	***	a30_2
Q67	<---	Purchaseintentions	.643	.079	8.108	***	a31_2
Q68	<---	Purchaseintentions	.689	.103	6.693	***	a32_2
Q69	<---	Purchaseintentions	.844	.094	8.944	***	a33_2
Q610	<---	Purchaseintentions	.868	.092	9.411	***	a34_2
Q611	<---	Purchaseintentions	.714	.081	8.843	***	a35_2
Q612	<---	Purchaseintentions	.655	.097	6.788	***	a36_2
Q613	<---	Purchaseintentions	.492	.070	7.071	***	a37_2
Q614	<---	Purchaseintentions	.691	.075	9.218	***	a38_2
Q615	<---	Purchaseintentions	.704	.109	6.478	***	a39_2
Q616	<---	Purchaseintentions	1.110	.105	10.590	***	a40_2
Q617	<---	Purchaseintentions	.667	.091	7.326	***	a41_2

			Estimate	S.E.	C.R.	P	Label
Q618	<---	Purchaseintentions	.707	.104	6.830	***	a42_2
Q71	<---	Productplacementattitude	1.000				
Q72	<---	Productplacementattitude	.588	.064	9.160	***	a43_2
Q73	<---	Productplacementattitude	.368	.058	6.316	***	a44_2
Q74	<---	Productplacementattitude	.505	.052	9.632	***	a45_2
Q75	<---	Productplacementattitude	.500	.067	7.473	***	a46_2
Q76	<---	Productplacementattitude	.825	.063	13.102	***	a47_2
Q77	<---	Productplacementattitude	1.026	.068	15.072	***	a48_2
Q78	<---	Productplacementattitude	.346	.061	5.654	***	a49_2
Q79	<---	Productplacementattitude	.357	.060	5.971	***	a50_2
Q710	<---	Productplacementattitude	.396	.051	7.745	***	a51_2
Q711	<---	Productplacementattitude	.630	.057	11.039	***	a52_2
Q712	<---	Productplacementattitude	.308	.057	5.401	***	a53_2
Q713	<---	Productplacementattitude	.342	.053	6.422	***	a54_2
Q714	<---	Productplacementattitude	.985	.093	10.620	***	a55_2
Q715	<---	Productplacementattitude	.517	.051	10.216	***	a56_2
Q716	<---	Productplacementattitude	.674	.059	11.364	***	a57_2
Q717	<---	Productplacementattitude	.480	.056	8.566	***	a58_2
Q718	<---	Productplacementattitude	.408	.056	7.238	***	a59_2

Table 5 Regression weights and critical ratios for USA sample

			Estimate	S.E.	C.R.	P	Label
Productplacementattitude	<---	Mereexposureeffect	.047	.009	5.373	***	
Recall	<---	Mereexposureeffect	.152	.022	6.765	***	b1_2

			Estimate	S.E.	C.R.	P	Label
Brandattitude	<---	Mereexposureeffect	.348	.060	5.753	***	b2_2
Implicitmemory	<---	Mereexposureeffect	.004	.025	.165	.869	b3_2
Purchaseintentions	<---	Mereexposureeffect	.308	.055	5.617	***	b4_2
WSony	<---	Implicitmemory	1.000				
WApple	<---	Implicitmemory	.663	.083	7.962	***	a1_2
WSharp	<---	Implicitmemory	.428	.056	7.662	***	a2_2
WHonda	<---	Implicitmemory	.972	.088	10.993	***	a3_2
WGoogle	<---	Implicitmemory	.990	.093	10.604	***	a4_2
Q53	<---	Brandattitude	1.000				
Q57	<---	Brandattitude	.767	.110	6.953	***	a5_2
Q59	<---	Brandattitude	.784	.106	7.388	***	a6_2
Q512	<---	Brandattitude	.635	.095	6.664	***	a7_2
Q516	<---	Brandattitude	.799	.093	8.586	***	a8_2
Q31	<---	Recall	1.000				
Q32	<---	Recall	.750	.083	9.001	***	a9_2
Q33	<---	Recall	1.157	.106	10.937	***	a10_2
Q34	<---	Recall	.774	.086	9.034	***	a11_2
Q35	<---	Recall	1.302	.105	12.419	***	a12_2
Q36	<---	Recall	1.350	.107	12.586	***	a13_2
Q37	<---	Recall	.867	.103	8.416	***	a14_2
Q38	<---	Recall	1.400	.110	12.692	***	a15_2
Q39	<---	Recall	1.358	.111	12.268	***	a16_2
Q310	<---	Recall	1.476	.112	13.170	***	a17_2
Q311	<---	Recall	1.144	.111	10.288	***	a18_2
Q312	<---	Recall	1.467	.110	13.329	***	a19_2

			Estimate	S.E.	C.R.	P	Label
Q313	<---	Recall	1.432	.112	12.731	***	a20_2
Q314	<---	Recall	1.459	.115	12.713	***	a21_2
Q315	<---	Recall	1.151	.104	11.025	***	a22_2
Q316	<---	Recall	1.435	.116	12.363	***	a23_2
Q317	<---	Recall	1.437	.110	13.117	***	a24_2
Q318	<---	Recall	1.330	.108	12.347	***	a25_2
Q61	<---	Purchaseintentions	1.000				
Q62	<---	Purchaseintentions	1.081	.189	5.713	***	a26_2
Q63	<---	Purchaseintentions	1.437	.215	6.700	***	a27_2
Q64	<---	Purchaseintentions	1.344	.200	6.710	***	a28_2
Q65	<---	Purchaseintentions	1.385	.226	6.121	***	a29_2
Q66	<---	Purchaseintentions	1.201	.219	5.494	***	a30_2
Q67	<---	Purchaseintentions	1.070	.175	6.133	***	a31_2
Q68	<---	Purchaseintentions	1.169	.203	5.761	***	a32_2
Q69	<---	Purchaseintentions	1.366	.205	6.646	***	a33_2
Q610	<---	Purchaseintentions	1.323	.199	6.661	***	a34_2
Q611	<---	Purchaseintentions	1.158	.178	6.494	***	a35_2
Q612	<---	Purchaseintentions	1.114	.206	5.417	***	a36_2
Q613	<---	Purchaseintentions	.969	.161	6.034	***	a37_2
Q614	<---	Purchaseintentions	.988	.156	6.332	***	a38_2
Q615	<---	Purchaseintentions	1.004	.207	4.841	***	a39_2
Q616	<---	Purchaseintentions	1.261	.196	6.430	***	a40_2
Q617	<---	Purchaseintentions	.858	.165	5.204	***	a41_2
Q618	<---	Purchaseintentions	.956	.197	4.853	***	a42_2
Q71	<---	Productplacementattitude	1.000				

			Estimate	S.E.	C.R.	P	Label
Q72	<---	Productplacementattitude	7.469	.918	8.138	***	a43_2
Q73	<---	Productplacementattitude	2.884	.869	3.317	***	a44_2
Q74	<---	Productplacementattitude	6.958	.803	8.664	***	a45_2
Q75	<---	Productplacementattitude	7.747	.967	8.007	***	a46_2
Q76	<---	Productplacementattitude	7.473	.841	8.890	***	a47_2
Q77	<---	Productplacementattitude	8.863	.942	9.407	***	a48_2
Q78	<---	Productplacementattitude	4.081	.858	4.756	***	a49_2
Q79	<---	Productplacementattitude	3.366	.810	4.155	***	a50_2
Q710	<---	Productplacementattitude	3.330	.702	4.743	***	a51_2
Q711	<---	Productplacementattitude	5.028	.796	6.317	***	a52_2
Q712	<---	Productplacementattitude	3.217	.724	4.443	***	a53_2
Q713	<---	Productplacementattitude	2.748	.743	3.700	***	a54_2
Q714	<---	Productplacementattitude	8.467	1.272	6.654	***	a55_2
Q715	<---	Productplacementattitude	6.882	.788	8.736	***	a56_2
Q716	<---	Productplacementattitude	7.977	.857	9.306	***	a57_2
Q717	<---	Productplacementattitude	7.306	.815	8.964	***	a58_2
Q718	<---	Productplacementattitude	5.235	.804	6.509	***	a59_2

Table 6 Regression weights and Critical ratios for Brazil sample

			Estimate	S.E.	C.R.	P	Label
Productplacementattitude	<---	Mereexposureeffect	.677	.086	7.869	***	
Recall	<---	Mereexposureeffect	.196	.022	9.071	***	b1_1
Brandattitude	<---	Mereexposureeffect	.201	.044	4.554	***	b2_1
Implicitmemory	<---	Mereexposureeffect	.006	.025	.253	.800	

			Estimate	S.E.	C.R.	P	Label
Purchaseintentions	<---	Mereexposureeffect	.218	.076	2.859	.004	b4_1
WSony	<---	Implicitmemory	1.000				
WApple	<---	Implicitmemory	.731	.100	7.316	***	a1_1
WSharp	<---	Implicitmemory	.147	.048	3.056	.002	a2_1
WHonda	<---	Implicitmemory	.159	.040	3.954	***	a3_1
WGoogle	<---	Implicitmemory	.787	.106	7.431	***	a4_1
Q53	<---	Brandattitude	1.000				
Q57	<---	Brandattitude	1.041	.072	14.478	***	a5_1
Q59	<---	Brandattitude	1.053	.080	13.131	***	a6_1
Q512	<---	Brandattitude	.746	.073	10.190	***	a7_1
Q516	<---	Brandattitude	1.084	.072	15.020	***	a8_1
Q31	<---	Recall	1.000				
Q32	<---	Recall	.681	.094	7.276	***	a9_1
Q33	<---	Recall	1.179	.140	8.400	***	a10_1
Q34	<---	Recall	1.085	.127	8.529	***	a11_1
Q35	<---	Recall	1.038	.131	7.904	***	a12_1
Q36	<---	Recall	1.018	.134	7.604	***	a13_1
Q37	<---	Recall	.808	.101	8.013	***	a14_1
Q38	<---	Recall	1.387	.144	9.656	***	a15_1
Q39	<---	Recall	1.515	.151	10.063	***	a16_1
Q310	<---	Recall	1.828	.171	10.676	***	a17_1
Q311	<---	Recall	1.410	.145	9.744	***	a18_1
Q312	<---	Recall	1.687	.163	10.371	***	a19_1
Q313	<---	Recall	1.576	.157	10.066	***	a20_1
Q314	<---	Recall	1.786	.169	10.581	***	a21_1

			Estimate	S.E.	C.R.	P	Label
Q315	<---	Recall	1.274	.135	9.433	***	a22_1
Q316	<---	Recall	1.773	.169	10.478	***	a23_1
Q317	<---	Recall	1.580	.155	10.191	***	a24_1
Q318	<---	Recall	1.558	.158	9.884	***	a25_1
Q61	<---	Purchaseintentions	1.000				
Q62	<---	Purchaseintentions	.846	.055	15.426	***	a26_1
Q63	<---	Purchaseintentions	.576	.055	10.522	***	a27_1
Q64	<---	Purchaseintentions	.545	.058	9.410	***	a28_1
Q65	<---	Purchaseintentions	.589	.066	8.941	***	a29_1
Q66	<---	Purchaseintentions	.742	.061	12.096	***	a30_1
Q67	<---	Purchaseintentions	.590	.047	12.580	***	a31_1
Q68	<---	Purchaseintentions	.456	.067	6.777	***	a32_1
Q69	<---	Purchaseintentions	.605	.056	10.705	***	a33_1
Q610	<---	Purchaseintentions	.467	.056	8.383	***	a34_1
Q611	<---	Purchaseintentions	.430	.049	8.744	***	a35_1
Q612	<---	Purchaseintentions	.414	.051	8.088	***	a36_1
Q613	<---	Purchaseintentions	.241	.042	5.802	***	a37_1
Q614	<---	Purchaseintentions	.491	.044	11.073	***	a38_1
Q615	<---	Purchaseintentions	.399	.069	5.822	***	a39_1
Q616	<---	Purchaseintentions	.861	.056	15.464	***	a40_1
Q617	<---	Purchaseintentions	.587	.058	10.158	***	a41_1
Q618	<---	Purchaseintentions	.459	.070	6.601	***	a42_1
Q71	<---	Productplacementattitude	1.000				
Q72	<---	Productplacementattitude	.668	.130	5.151	***	a43_1
Q73	<---	Productplacementattitude	.351	.087	4.019	***	a44_1

			Estimate	S.E.	C.R.	P	Label
Q74	<---	Productplacementattitude	.548	.107	5.119	***	a45_1
Q75	<---	Productplacementattitude	.134	.083	1.617	.106	a46_1
Q76	<---	Productplacementattitude	1.211	.172	7.037	***	a47_1
Q77	<---	Productplacementattitude	1.500	.202	7.432	***	a48_1
Q78	<---	Productplacementattitude	.346	.102	3.393	***	a49_1
Q79	<---	Productplacementattitude	.289	.102	2.829	.005	a50_1
Q710	<---	Productplacementattitude	.384	.088	4.344	***	a51_1
Q711	<---	Productplacementattitude	.414	.103	4.015	***	a52_1
Q712	<---	Productplacementattitude	.319	.102	3.120	.002	a53_1
Q713	<---	Productplacementattitude	.382	.091	4.193	***	a54_1
Q714	<---	Productplacementattitude	2.108	.272	7.738	***	a55_1
Q715	<---	Productplacementattitude	.513	.099	5.162	***	a56_1
Q716	<---	Productplacementattitude	.363	.098	3.715	***	a57_1
Q717	<---	Productplacementattitude	.297	.091	3.252	.001	a58_1
Q718	<---	Productplacementattitude	.242	.082	2.955	.003	a59_1