

A Study of the Effect of Product Placement in Television Shows and its Influence on
Consumer Behavior

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By

Danielle Patton
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Dr. Julia K. Woolley
Senior Project Advisor

Signature

Date

Dr. Bernard Duffy
Department Chair

Signature

Date

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Abstract

This study investigated the use of product placement in television shows as a catalyst for product purchasing behavior. It was hypothesized that television viewers would be more likely to purchase a product seen through a product placement in a television show than in a commercial advertisement. Furthermore, it was also hypothesized that viewers would be more influenced to buy a product if they saw a favored television character interacting or promoting the product. These hypotheses were tested by running a bivariate correlation to determine the correlation between television viewing and purchasing habits, a paired sample t-test to determine whether there was a significant difference between preference for commercial advertisements and preference for product placement, and a repeated measures ANOVA to test the equality of means between participants' perceived influence of television, television characters, and commercials. Ultimately, the results did not support the first hypothesis, although character influence did have a significant correlation to purchase behavior. Some exploratory findings are presented, and theoretical and practical implications, limitations, and future research suggestions are discussed.

A Study of the Effect of Product Placement in Television Shows and its Influence on Consumer Behavior

Product placement is one of the most influential advertisement strategies used by marketers today throughout the entertainment industry. In its simplest form, product placement consists of an advertiser, marketer, or company producing engaging content in order to sell a certain product. The advertiser may do this by incorporating the product into the background of a scene, script it into a scene in which a character is using the item, or integrate the product into the dialect of a show. Kamleitner and Jyote (2013) define product placement as a “purposeful incorporation of brands into editorial content” (p. 633). Interest in product placement began in the early nineteenth century, when products and brands were seen embedded into the narration of novels, and has only become more of an increasingly popular area of focus (Gurevitch, 2010). Brands placed in entertainment media were originally considered movie props and were often negotiated as donations with film producers as early as the 1930s (Nelson & McLeod, 2005).

Today, the average US consumer is exposed to 3000 brands a day. Studios receive \$10,000 or more for a product appearance, making product placements “a burgeoning industry with an active trade association (EMA) and software and script readers who actively look for placement opportunities” (Wasko & Purdie, 1993, p. 727). Another study, conducted by Sargent and colleagues (2005), analyzed the appearance of a cigarette brand in the top 25 U.S. box-office films for each year from 1988 to 1997 (250 films total). The study found that 32% of those films contained the cigarette brand. This study also found, beyond the appearance of the cigarette brand, an average of 18 brands

per film among the top films in 1989, and 14 placements per film were noted among the top films in 1991.

Product placement in the United States has become a very common advertising practice. Placing products and brands into mainstream media has generated enormous amounts of money in the entertainment industry. According to Williams, Petrosky, Hernandez and Page (2011), \$1.5 Billion dollars were spent towards product placement in 2005, \$2.9 Billion in 2007, and \$3.7 Billion in 2008. Today, “75% of U.S. prime-time network shows use product placements” (p. 4). This number is expected to increase due to the fact that “41% of U.S. homes are expected to have and use digital video recorders that can skip through commercials” (p. 4). Hence, communicating marketing messages has become more difficult. In order to be seen, brands now have to get air time within content—making product placement a more effective way to reach a target market in today’s television viewing society.

Literature Review

To many researchers, it is apparent that product placement has become an industry of its own, booming mainly over the last 30 years. Because the study of product placement is relatively new, more and more research has been appearing on the subject. This review will cover past literature that will explore the purpose of product placement, define the effectiveness of product placement, identify the three main ways to measure effectiveness of product placement, explain brand identification as a moderating influence, and decipher the relationship between product placement and consumer purchasing habits.

Purposes of Product Placement and Assessing its Effectiveness

Although the ultimate goal of product placement is to encourage consumers to buy the featured product, there are many contributing purposes that help to reach this goal. Williams, Petrosky, Hernandez, and Page (2011) outline the many purposes of product placement in the entertainment industry. Its purposes include “achieving prominent audience exposure, visibility, attention, and interest; increasing brand awareness; increasing consumer memory and recall; creating instant recognition in the media vehicle and at the point of purchase; changing consumers’ attitudes or overall evaluations of the brand; changing the audiences’ purchase behaviors and intent; creating favorable practitioners’ views on brand placements; and promoting consumers’ attitudes towards the practice of brand placement and the various product placement vehicles” (p. 5-6). Because of the many ranging purposes of product placement, there are many different ways in which to define the effectiveness of product placement.

Regardless of the strategy used to advertise the product, the goal is ultimately to set the product apart from its competitors and encourage the viewer to buy the product. One study, conducted by Nebenzahl and Secunda (1993), found that U.S. university students generally find product placements to be acceptable, even enhancing a show’s realism, except for when they appeared to be excessive, repetitive, and used in inappropriate (out-of-context) ways. According to another study by Kamleitner and Jyote (2013), “placement effectiveness can be operationalised in many ways—ranging from mere placement memory to liking of the placement and the brand to actual purchase” (634). Thus, there are many factors that influence the perceived effectiveness of product placements, however, the three main factors researchers take into account when assessing

effectiveness of product placements are: brand consciousness, plot integration, and product prominence.

Aspects of Product Placement that Influence Effectiveness

Brand consciousness, or the prior awareness of a particular brand, is one aspect that influences perceptions of product placements. Nelson and McLeod (2005) investigated the link between brand consciousness and product placements. In their research, they indicate, “brand consciousness or sensitivity has been studied as a concept to manage brands, as a way to understand consumer socialization processes, and as a method to gauge how consumers feel about or process information related to imitation brands” (518). Throughout their study, they examined how certain media platforms, such as television and movies, influence the perceived brand consciousness of featured products as an outcome of product placement. By featuring products in television shows and movies, viewers are more likely to become conscious of the brands and products due to exposure time. They also discovered that viewers who considered themselves to be highly brand-conscious were also those who were “most aware of and favorable towards product placements” (521). Thus, viewers who have previously been exposed to a particular brand before viewing it as a placement tend to have a more positive interpretation of the brand after viewing the placement. By demonstrating a prior awareness and liking toward the product and by perceiving positive outcomes from the product, the viewer is more inclined to have a greater overall liking of the placement after viewing it within an entertainment setting.

Plot integration refers to how well the product is incorporated into the main storyline of the script. According to d’Astous and Chartier (2000), “the obviousness of

the placement has a more positive effect on liking when the placement is well integrated into the scene than when it is not” (p. 37). This is one reason why product placements tend to be viewed more favorably than television commercials. When it comes to television commercials, viewers are consciously aware that they are constantly being sold a product. Thus, television commercials have been seen negatively and “viewers have come to accept [commercial] ads as necessary evils” (Shrum, Lowrey, & Liu 2009, p. 300). Because viewers are aware of the persuasive techniques used in commercials, product placements become a more persuasive way of advertising to the viewer.

Bressoud, Lehu, and Cristel (2010) dealt with a similar topic in their study, discovering products that were integrated within the plot of a movie were shown to be better remembered than those that are not well integrated with the plot of a movie. However, this study also found that this does not hold true if there are more than one product placements shown at a time. Furthering this, they discovered that product placements connected to the storyline were recognized most often by the viewer, compared to products that were used by the main character were remembered second most, and products in the background were remembered least often. Furthermore, Shrum et al. (2009) discovered that in order for the viewer to form a positive impression of the product, they must be able to recall the product. If they recall the product, there will be a positive effect because the portrayal of the brand in the advertising content is invariably positive. Williams et al. (2011) also suggest that brands integrated in a movie or television scene enjoy higher brand recall than those that are not, and found that “46.6% of viewers recognized a brand from watching only a television spot of the brand” (p. 7).

This being said, the product must be effectively placed to allow for recollection in order to see a positive correlation between product placements and viewer recollection.

The last of the three main factors researchers account for is product prominence, or the amount of exposure the product receives in a given scene or throughout the span of the program. An example of a prominent placed product is one that accumulates much of the screen; making the product apparent to the viewer the name of the product and its potential use. A less prominent placed product would consist of a product placed in the background of a scene, in which the viewer would have a hard time depicting, assessing its use, or even noticing the presence of the product amongst the rest of the scene. Homer (2009) investigated the use of prominent versus subtle product placement of McDonalds products in movie clips. After viewing movie clips with McDonalds product placements, participants thought more poorly of McDonalds after they viewed repeated prominent product placements but not when they viewed repeated subtle product placements. The results indicated that people were more likely to think that repeated prominent product placements were distracting and that they made the movie feel less authentic and real, whereas a moderate repetition of subtle product placements did not significantly influence people's feelings on distraction or how real the movie felt.

Brand Identification and Character-Product Interaction

Brand identification, or the ability of the viewer to relate to a certain brand which results in consumer loyalty, is another moderating variable of product placement. To establish groundwork, Dens and De Pelsmacker (2010) explain that watching a television program over several seasons provides a good opportunity to develop more favorable impressions of the product. The more one is invested in a program, the more they deem

the product to be more noteworthy and exceptional. Muzellec, Kanitz, and Lynn (2013), discovered that brand placements were seen favorably if they were incorporated into a favored television show, even if the brand was a fictional brand. While watching a television program, “a connection between the spectator and the television program, and often also between the spectator and the main characters of the program, develops” (p. 403). This could then result in viewers imitating the behaviors of characters in the television program. They further explain how this phenomenon may be extended to the consumption of brands featured within a television program and associated with favored characters. Often times, viewers establish a sense of identification with a brand, referred to as “self-connection” (p. 403). Participants were surveyed on the familiarity with the television programs *Friends* and *How I Met Your Mother*, and the fictional brands within the programs, ‘Central Perk’ and ‘MacLaren’s Pub.’ The results of this study confirmed a positive relationship between attitudes towards the television program, perceived service quality and fictional brand identification. This provides evidence that, even with fictional brands, viewers can be influenced by product placements and identify with brands through favored television shows.

This leads to interactions between television characters and products in relation to product placement effectiveness. Kamleitner and Jyote (2013) focused primarily on Character-Product Interaction (CPI) in its effect on placement effectiveness. CPI refers to any physical interaction with a branded product by a character. The results indicated that there is in fact a general superiority with CPI placements over static placements of similar visual prominence. Likewise, Wilson and Till (2011) also found that CPI placements are better recalled, and Wiles and Danielova (2009) found that the implicit endorsement by

an important movie character through touching, holding, consuming or mentioning a brand increased the likelihood of abnormal stock market returns for the placed brand. Two of the biggest findings in support of CPI placements come from the movies ET and James Bond. Reese's Pieces chocolate experienced a 60% surge in sales figures after it was used to entice ET (Christofides et al., 2012); and the production of BMW Z3 roadster could not match the demand following James Bond's use of the vehicle in *GoldenEye* (de Gregorio & Sung, 2010).

Product Placement in Relation to Purchase Intention

Evidence to support product placement attitude and purchase intention also exists. Kwon and Jung (2013) devised a study that employed a consumer socialization framework to analyze consumers' product placement attitudes and behavioral intentions. They distinguished that there are certain factors that influence consumers' perception of placements in television shows: "Consumer Socialization Theory, peer communication, online consumer review, media usage, attitude toward product placement, and purchase intentions" (90). The results indicated that the consumer socialization framework, a well-known theoretical framework that can be used to analyze the impact of socialization variables on attitudes toward product placement and subsequent behavior, is helpful to expand the knowledge of product placement in television shows and related consumer behavior (Kwon and Jung, 2013, p. 89). However, there are other social factors that play a role in interacting with consumers' product placement attitudes and purchase intentions. They also found another theory that comes into play. According to the social learning theory, a process that takes place in a social context and can occur purely through observation or direct instruction, an individual is a passive participant in the learning

process, acquiring and developing attitudes and beliefs through interaction (Bush et al., 1999). This theory implies that 'others' are the socialization agents which directly shape the individual's attitudes and behaviors. Thus, because of the social learning theory, viewers are constantly absorbing and learning from what they view on television, making judgments and decisions based on what they see.

Rationale and Hypotheses

Overall, advertisers see product placement as profitable substitute to commercial advertising, although there are still many factors that play in to the effectiveness of product placement on viewer liking, recognition and motivation. Due to the findings from past research, and the fast-paced culture of today's society, product placements have become a likely alternative to commercials in capture audience member's attention and to encourage them to consume their products. Because product placement as an outlet for advertising has little research understanding the direct role between product placement and purchasing habits in relation to commercial advertisements and purchasing habits, I will be investigating the difference between product placement and commercial advertisements in relation to their perceived influence on consumer purchasing habits. This present study will be dealing with the television and commercial viewing habits of individuals, as well as their consumer purchasing intentions, patterns and behavior. Based on this rationale, the following hypotheses have been proposed:

H1: Participants will be more likely to purchase a product seen through product placement in a television show than a commercial advertisement.

H2: Participants will be more likely to purchase a product seen in a television show the more they identify with a television show or character.

Method

All participants ($N = 136$) were asked to anonymously participate in a 24-question survey. Before participation on the survey began, the participants were informed that they were going to be asked questions regarding their television viewing and purchasing habits. After providing them with the proper information regarding privacy and expectations of the survey, they were asked to respond to 24 questions that took approximately 5 minutes to complete.

Sample

A total of 136 undergraduate students from California Polytechnic State University, San Luis Obispo participated in the survey, with 64.7% of participants being female ($N = 88$) and 35.3% of participants being male ($N = 48$). Student participants ranged in age from 18 to 24 years old ($M = 20.09$, $SD = 1.44$) and in major. All participation was strictly on a volunteer basis.

Television Viewing Statistics

First, participants were asked about their typical television viewing habits. The number of days per week and hours per day spent watching television were recorded. On average, participants recorded watching television 3.74 days a week ($SD = 2.42$) and spent 1.69 hours per day ($SD = 1.13$) watching television programs. 53% of participants ($N = 71$) typically follow between one and two television shows on a regular basis. 26% ($N = 34$) follow three to four television shows at a particular time, with 11% of participants ($N = 14$) following five or more shows and 11% of participants ($N = 14$) not following any television show. Also recorded was the most watched genre of television,

with 34% of participants ($N = 45$) favoring drama shows, 31% ($N = 41$) favoring comedy/sitcoms, and 22% ($N = 29$) favoring reality television.

After participants answered basic questions that uncovered their television viewing habits, more specific questions were asked regarding their awareness and liking of commercial advertisements and brand placements within television episodes. A likert-type scale was used to measure to level of agreement with the statements regarding participant's television viewing habits. When asked how many times the participant notices brands or products being promoted in a television episode, 40% of respondents ($N = 53$) said they notice a brand or product two-to-three times per episode. A vast majority of participants (80%, $N = 107$) also indicated that they rarely ever watch all commercials that are aired between television breaks.

Procedure

The survey was administered and shared through online groups among Cal Poly students via Facebook. Participants received a URL to a Google form survey, which required the participant to read a consent form before beginning the survey. At any point during the survey, participants were allowed to submit the survey unfinished or omit certain questions. The sample was collected over a 10-day period before the survey was closed from accepting responses.

Dependent Measures

Participants' behavioral purchasing patterns were assessed through multiple questions regarding their purchasing habits. When asked how soon they believed they would buy a brand due to seeing it on a commercial or through a product placement, 90% ($N = 116$) indicated they would only purchase the product when they need it, regardless

of it being viewed on television. However, when asked if they felt others were influenced to buy products seen on TV, 70% participants agreed ($N = 92$) that others are influenced to purchase products they see on television. This demonstrates that the third-person effect may have come into play when participants responded to the survey questions in response to their own purchasing habits.

The liking of commercial advertisements ($M = 2.35$, $SD = 1.34$) and product placement ($M = 3.5$, $SD = 1.32$) were also compared to their perceived effectiveness to see if which advertising outlet they felt most influenced by to purchase a certain product. Participants were asked to rate their preference toward commercial advertisements and preference toward product placement on a Likert-type scale, rating their responses from strongly disagree to strongly agree. Likewise, participants were also asked to judge their perceived influence from television characters ($M = 2.76$, $SD = 1.12$) on the same Likert-type scale, as well as report their weekly purchasing habits ($M = 5.07$, $SD = 4.89$) by responding to whether they would purchase a brand name product after seeing a television character using it in the next two weeks, two months, or when they need the product. These responses were then compared to discover if there was an existing correlation between the two variables. Participants were also asked to rate their perceived influence of television ($M = 2.45$, $SD = 1.13$), television character ($M = 2.75$, $SD = 1.12$), and commercial ($M = 2.55$, $SD = 1.10$) on a Likert-type scale, which were then compared to test the equality of means between the participants.

Results

The first hypothesis predicted that participants would be more likely to purchase a product if seen in a television show as a product placement than in a commercial

advertisement. To test this hypothesis, a bivariate correlation was conducted, comparing the liking of commercial advertisements and product placement to their perceived effectiveness. In opposition of H1, this analysis concluded that there was a statistically significant correlation between preference for commercial advertisements and the subsequent motivation to purchase products seen in commercial advertisements ($r = .27$, $p < .005$), whereas there was no significant correlation between preference for product placement and the participant's motivation to purchase said product ($r = .07$, $p = .425$). A paired sample t-test was also conducted to determine whether there was a significant difference between preference for commercials and preference for product placement. This analysis concluded that there was a statistically significant difference between the preference for commercials ($M = 2.35$, $SD = 1.34$) and preference for product placement ($M = 3.50$, $SD = 1.32$); ($t(132) = -.659$, $p < .001$).

Hypothesis 2 predicted that participants who more strongly identify with a particular television character would be more likely to purchase a product seen on that television show or used by that character. A bivariate correlation was conducted to test this hypothesis, comparing participants' level of influence from television characters and participants' weekly purchasing habits. In support of H2, this analysis concluded that there was a statistically significant correlation between participants who perceived to be influenced by television characters and their subsequent weekly purchase behavior ($r = .368$, $p < .01$). Another bivariate correlation was conducted to test the association between character influence on the participant and the level to which they talk to peers about products used by these characters. In support of H2, the results concluded that there was a statistically significant correlation ($r = .468$, $p < .001$). To further test this

hypothesis, a repeated measures ANOVA was conducted to test the equality of means between the participants' perceived influence of television, television character, and commercial (Wilks' $\Lambda = 1.00$, $F(2, 131) = 6.02$, $p < .01$, partial $\eta^2 = .01$). Character influence ($M = 2.75$, $SD = 1.12$) was statistically different from both television influence ($M = 2.45$, $SD = 1.13$, $p < .001$) and commercial influence ($M = 2.55$, $SD = 1.10$, $p < .05$), while television influence and commercial influence were not statistically different ($p = .241$).

Discussion

This study sought to compare the perceived influence of product placement in television shows to the perceived influence of commercial advertisements in relation to purchase motivation and behavior. The two hypotheses presented were intended to evaluate the effectiveness of product placement in television shows on audience purchasing habits. According to the statistical analysis, H1 was rejected due to significant correlations between the liking of commercial advertisements and the perceived influence of commercial advertisements. While more participants claimed they favored viewing product placements in television shows over viewing commercial advertisements between television breaks, participants still believed that they were more influenced to buy a product when seen on a commercial advertisement. This analysis fails to support the hypothesis that product placements in television shows would be more influential on viewers to motivate them to purchase placed products.

Although this hypothesis was rejected, there is still evidence that participants may have implemented the third person effect, or a hypothesis predicting that people tend to perceive that communicated messages have a differential influence on themselves and

others based on personal biases, when answering the survey questions regarding their perceived influence from product placement in television shows. This can be said because 70% of the participants ($N = 92$) agreed that they believe others are more influenced to purchase products seen through product placements in television shows. Because of this percentage, there is a chance that results regarding product placement influence were skewed due to personal biases.

Although H1 was not statistically supported, the analysis still suggests that product placement, when associated with a television character, typically influences audience members to buy the featured product, thus supporting H2. According to the statistically significant association between perceived influence of television character and weekly purchasing behavioral patterns, television viewers who identify with a television character are more likely to buy a product used by that character in a certain television episode. This supports the findings of Muzellec, Kanitz, and Lynn (2013), exemplifying the idea of “self connection” (p. 403) and also supports Kamleitner and Jyote’s (2013) theory of Character-Product Interaction. These results further supports the claim that television characters create an added positive impression of the product that stationary product placements (products seen stationary in backgrounds of scenes) do not. Thus, one can conclude that when a favored character utilizes the placed product, the viewer will be more receptive of the product, as well as motivated to purchase the product.

Theoretical Implications

While Kwon and Jung (2013) use the consumer socialization framework theory to explain viewer’s attitudes toward product placement and purchase intention, it cannot be

used to explain the results of this current study accurately, due to the fact that this study may have been influenced by third person effect. This implies that the consumer socialization framework cannot be used on all studies of product placement and purchase behavior. Likewise, because of the possible third person effect seen in this study, it is impossible to say whether the social learning theory (Bush et al., 1999) has an effect.

The theory of Character-Product Interaction (CPI) and “self connection” in regards to brand identification have shown that television viewers are more influenced to buy products when a television character is seen using the product than from simply placing it in the background of a scene or even featuring it in a commercial advertisement (Muzellec, Kanitz, and Lynn, 2013; Kamleitner and Jyote, 2013). This implies that the audience members who identify with the television characters will thus identify with the products used by the characters. Thus, if a character is seen to express positivity toward a product, the viewer identified with that character will also find the product to be beneficial.

Practical Implications

The results from this study have direct implications for advertisers using product placement as a source of exposure. Due to the findings in H1, commercial advertisements were found to be more influential than advertising through the use of product placement. Because of this, advertisers should be encouraged to focus on creating new commercial content to appeal to audience members in unique, captivating ways. Although a majority of participants claimed to enjoy commercial advertisements less, they still feel more influenced to purchase products. Keeping this in mind, along with the idea that people perceive characters as being more influential when a product is being promoted,

advertisers have the potential to use characters from television shows in commercial advertisements to potentially increase the liking of commercials among viewers. This has already been seen in some current commercials, including M&M's use of incorporating *The Bachelor* into many of their commercial advertisements aired during the times *The Bachelor* is aired (PR Newswire, 2014).

Although commercial advertisements were seen to be more influential, advertisers could still impose product placements in television shows, however doing so in a more effective way. Due to the evidence that television characters influence audience members to purchase products, producers could find a more efficient way to incorporate product placements in scripts to enhance effects of products. The more prominently the product is used by the television character, the more likely that product will be seen as favorable, thus motivating the viewer to purchase. If advertisers insist on using product placement, then advertisers must consciously and actively manage product portrayals in shows to ensure that consumers have favorable attitudes toward the product, which in turn may result in the desired outcome to increase purchase intentions for that product.

Limitations

This study was limited in several ways. While the number of participants had no significant effect on the research, the participant segmentation may not have been as well representative as it could have been due to an uneven distribution between male participants and female participants. The results may have been different should more male participants have taken the survey. There were also limitations due to the format of the survey. Because most questions relied upon perception, this allowed room for participant biases. Different types of questions could have avoided these biases, however,

due to time and resources, more investigation into these potential biases was not permitted. Also, data was collected in a convenience sampling of Cal Poly students, which may have resulted in sampling biases. Should there have been a larger, more representative sample that included a full range of consumers, the study may have elicited a different outcome. This study also only investigated the general experience and attitude of product placement in television shows. It is difficult to generalize the placements within television shows, thus fully engaging in a study on product placement as it relates to consumer purchasing habits may be limited to fully controlling the presentation of products in a television show or manipulating stimuli within an experiment. It is possible that consumers are still influenced to buy certain products seen through product placement, however because of the generality of the questions, this was not assessed. Thus, it is critical to assess how consumers are affected by different portrayals of product placement.

Future Research

In order to fully explore the effect of product placement in producing consumer motivation to purchase, a more in-depth analysis should be conducted, focusing on the motivational triggers of participants to purchase a product seen in a television show. A larger variety of more specific questions would also be beneficial to assess the direct influence of purchasing behavior and limit sampling biases. Having not only a larger sampling size but a larger demographic might allow for differences in results considering adults over the age of 24 may perceive product placements differently than college students between the ages of 18 and 24. Given the current study, it may also be beneficial to solely focus on different perceptions of placements and purchasing behavior rather

than incorporating perceptions of commercial advertisements as well, to fully understand the effect of product placement. Finally, although some studies support the relationship between perceptions of product placements and self-reported consumption behavior, this study did not. Thus, eliminating questions that could allow for third person effect and personal biases would ensure results were not swayed by perception, but rather by observation and action. Another plausible way to eliminate third person effect would be to conduct an experiment, which may yield different results when analyzing effectiveness of product placement.

Conclusion

This study sought to expose the relationship between product placement and consumer purchasing habits, as well as investigate the positive effect of character influence when selling a product. Although a majority of participants favored watching product placement in a television show to watching a commercial advertisement, commercial advertisements were still considered by participants to be more influential than placements when eliciting action to buy the product. However, product placements are still seen to have some effect on viewers when paired with a favored television character. Ultimately, when a viewer sees a favored television character using a certain product, the viewer is more likely to purchase that product than if it were a placed product in the background of the television show. This study has concluded that in order to fully motivate audience members to purchase a product seen in a television show, a favored character in the show must also promote the product; unless commercial advertisements would be a better alternative for the product advertised, in which case seem to be more influential than product placements.

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APPENDIX

Thank you for taking the time to complete this survey. Please respond to all of the items on the questionnaire, and follow the instructions carefully. Your responses to this survey will be kept anonymous and confidential.

PART I: Demographic Information

1. Gender: Male / Female / I choose not to answer
2. Age: ____
3. Education Level
 - a. Freshman
 - b. Sophomore
 - c. Junior
 - d. Senior
 - e. Other

PART II: Television Viewing Habits

*For the following questions, please select one answer unless stated otherwise. **Please note that the following questions do not include television watched via TV programs, such as TiVo, or online mediums, such as Netflix, Hulu, etc.***

4. How many days per week do you watch television? _____
5. On average, how many hours do you watch television per day? _____
6. How many TV shows do you currently follow? _____
7. How many times do you typically notice certain products/brands being promoted in a TV episode? _____
8. What television shows do you tend to watch most? (select all that apply)
 - a. Sports
 - b. Comedy/Sitcom
 - c. Reality
 - d. Documentary
 - e. Drama
 - f. Other

For the following questions, indicate whether you strongly disagree, disagree, indifferent, agree, or strongly agree to the statements provided.

9. When commercials air during a TV show, I tend to watch all of them.
Strongly Disagree Disagree Neutral Agree Strongly Agree

10. I would rather watch a show with product placements embedded into the storyline than a commercial advertisement.

Strongly Disagree Disagree Neutral Agree Strongly Agree

11. I would rather watch a commercial advertisement than a show with product placements embedded into the storyline.

Strongly Disagree Disagree Neutral Agree Strongly Agree

12. I believe I am influenced to buy the products that I see in television shows.

Strongly Disagree Disagree Neutral Agree Strongly Agree

13. I believe I am influenced by the commercials I see.

Strongly Disagree Disagree Neutral Agree Strongly Agree

14. If I see my favorite TV character use a certain brand/product, I am more likely to use that brand/product myself.

Strongly Disagree Disagree Neutral Agree Strongly Agree

15. I believe that other viewers are influenced by the brands/products that they see in TV programs.

Strongly Disagree Disagree Neutral Agree Strongly Agree

16. I believe that other viewers are influenced by the brands/products that they see in commercials.

Strongly Disagree Disagree Neutral Agree Strongly Agree

PART III: Purchasing Habits

For the following questions, please select one answer unless stated otherwise.

17. How many times a month do you buy brand name products? _____ A week?

18. How many times per week do you feel compelled to buy a product after viewing a commercial? _____ A month? _____

19. How many times per week do you feel compelled to buy a product after viewing it in a TV show? _____

20. I typically choose to purchase brand name products over generic brand products because:

- a. I see commercials advertising them.
- b. I see TV characters I look up to using them.
- c. My friends/family recommend these products
- d. I have personally experienced a difference between brand name generic products.

- e. I don't purchase brand name products.
21. I will buy placed products, which I saw in TV shows, in the next:
- a. Two weeks
 - b. Two months
 - c. When I need the product
22. I will buy products, which I saw in commercials, in the next:
- a. Two weeks
 - b. Two months
 - c. When I need the product

For the following questions, indicate whether you strongly disagree, disagree, indifferent, agree, or strongly agree to the statements provided.

23. My peers and I talk about things I see or hear advertised in commercials.

Strongly Disagree Disagree Neutral Agree Strongly Agree

24. My peers and I often talk about products we see in TV shows.

Strongly Disagree Disagree Neutral Agree Strongly Agree

25. My peers and I often talk about products used by TV characters in TV shows.

Strongly Disagree Disagree Neutral Agree Strongly Agree