



Consumers' Attitude Towards Product Placement In Television Programs

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Abstract: <p>The practices of product placement have grown rapidly during the past decade. However, our understanding about what consumers think about the practices of product placement has not fully developed, how product placement affect people, as well as factors involved in this process are still unclear.</p> <p>The purpose of this study is to examine the influences of different factors on consumers' attitude and attitude change towards product placement brands. In addition, the study investigates consumers' attitude towards product placement practices in television programs.</p> <p>The results indicate that consumers' attitude towards product placement practices in television programs are generally supportive, although most people hold quite strong views on putting ethically-charged products (i.e. alcohol, cigarettes, and guns) in television programs, especially those can be watched by children and teenagers. In addition, brand consciousness and attitude towards product placement practices in general both have limited influence on consumers' attitude towards brands that actually placed in programs. However, this study found that watching length affect consumers' brand attitude changed significantly. And the influence of program characters on consumers' attitude towards the placed brands cannot be ignored.</p>	
Keywords: product placement, consumer attitude, brand consciousness, product placement brands, attitude change	

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1. Introduction

Nowadays, technological advances make it possible for an audience to skip traditional forms of TV commercial and thus make advertisers seek new channels and media forms for promotional purposes (Fowles,1996). Meanwhile, with the global prosperity and increasing influences of the entertainment industry, companies have realized the value and great power of embedded advertising, especially product placement in different media contexts.

Product placement (PPL) refers to the activity that firms pay some fees so that their branded products or brand identifiers are included in mass media programming (Karrh, 1998). Since the 1980s, PPL has experienced rapid growth as Hollywood began to seek external funding to reduce the increasing production cost while advertisers started to look for new channels to communicate with consumers in order to reduce their resistant towards business communication (Fowles, 1996). Advertisers then found that films and entertainment media provide an environment, which may make audiences less resistant to commercial messages (McAllister, 1996), and started to invested a considerable amount of money in PPL within different media forms.

After decades of development, branded products not just appear in films and television programs, but also in other media vehicles, such as music videos, computer/video games, even novels and blogs. Now, not only studios typically have their own departments to handle placement opportunities or work as agencies (Karrh, 1998), some brands also establish special “studio service stores” through which products can be borrowed or bought for the cast of programs.

PPL has become a particularly common practice that boasts over 1,000 brand markers and an industry of placement professionals (Karrh, McKee, and Pardun, 2003). It is no longer considered “a novel marketing tactic” but reached a “celebrity status” as a media form that helps marketers to influence consumers' attitude (Homer,2009).

Famous examples of successful PPL in films including Reese's Pieces in *E.T.*(1992), BMW's Z-3 in *James Bond film*(1995), Ray-Ban sunglasses in the 1997 film, *Men in Black*, etc. A more recent glaring example is *Skyfall*(2012), the twenty-third James Bond film. Heineken, a global beer manufacture, made a \$45 million deal (roughly a third of *Skyfall*'s production budget) with the film studio for making James Bond drink its beer rather than Martini in the film. The director of *Skyfall* also admitted that sponsorship was especially important for the film because of the bankrupt of the film's studio, MGM. (BBC:2012)

Except for films, the investments of PPL in television programs also experienced unprecedented growth within the last decade. In the 2004-2005 television season, over 100,000 PPL were embedded in the American broadcast networks alone: ABC, CBS, NBC, FOX, UPN, and the WB (Gutnik et al. 2007). A great example of the cooperation between brands and program studio is that TV networks provide sponsor names on their website for sponsorship. For instance, USA Network provides photos from *White Collar*, one of its engaging TV series, with listed costumes' brands in details. In some cases, brands that invest in PPL in television programs may also use character image for marketing communication.

Although academic interests on PPL started from the 1990s, not only the tools and measurements advertisers use to evaluate the effectiveness of PPL are unsophisticated (Karrh,2003), but also the scientific evidence regarding how PPL affect people, and factors involved in affecting people's attitude are still unclear (Russell,2002:37). Therefore, further study on PPL is necessary.

1.1 Research Problem

The purpose of this study is to examine the influences of different factors on consumers' attitude and attitude change towards PPL brands. In addition, the study investigates consumers' attitude towards PPL practices in television programs.

Studies concerning attitude and perceptions toward PPL have been done by many scholars (e.g. Nebenzahl and Secunda 1993; Gupta and Gould 1997; Karrh et al. 2001, Russell and Stern, 2006). Previous research has provided some insights into what college-aged consumers think about PPL, but there are also some limitations. For instance, existing studies mainly focus on PPL in films, and the research subjects are usually American college students rather than a more general audience group.

The research scope of previous studies on PPL covers television programs, films, and other media vehicles, such as blogs, music videos, and computer games. Nevertheless, in most studies, products placed in television programs and in films are not clearly distinguished (Homer, 2009). Although there are several studies examine PPL in certain programs (Russell and Stern, 2006; Park and Berger, 2010), they usually concentrate on one genre in one medium context and in one culture. There is little study concerning different program genres within a single medium context.

Moreover, previous findings concerning consumers' attitude change are inconsistent. Karrh (1994, cited from Karrh, 1998) finds no significant change in consumers' brand attitude after watching a movie clip, even when those brands are made more memorable. On the other hand, Homer's (2009) finding shows that when the placements are prominent and appear repeatedly, consumers' brand attitude is negatively affected. But when the placements are subtle, consumers tend to have a relatively positive attitude, and he finds no clear evidence to support significant attitude change even when the subtle PPL appears frequently. Furthermore, Park and Berger's (2010) study shows that how many times an individual has watched a film has no significant impact on his or her attitude change towards PPL.

Russell (2002) finds out that the both consumers' memory and their brand attitude are influenced by the congruence between how a brand presents within the program and the level of the PPL's connection to the plot. His study also shows that memory is not

always in line with brand attitude. Under certain circumstances, consumers may change their brand attitude positively even though the recognition of the brands is low.

Nevertheless, another study conducted by Russell and Stern (2006) finds out significant changes in consumers' brand attitude towards PPL in sitcom. Their finding shows that characters' attitude towards brands can influence and contribute to the formation of consumers' brand attitude. However, they also state that their finding may not apply across other program genres or other media forms.

Research in advertising and PPL (Andrews 1989, as cited in Gupta and Gould, 1997; Nelson and McLeod, 2005; Balasubramanian et al., 2006) indicates that general attitude towards PPL practices may affect attitude towards both PPL and PPL brands. Consumers with more positive attitude towards advertising or PPL may also have a more favorable attitude towards the brands involved in.

Reijmersdal, Smit and Neijens (2010) examine the effect of PPL in different genres of television program on brand attitude. Their finding shows that the information value of a PPL and the program genre have no significant contribution to consumers' brand attitude change, but consumers' evaluations about the program do. Consumers with more favorable attitude towards the program are more likely to change their brand attitude.

Given the fact that most previous studies are conducted under different contexts (i.e. films, television, video games, blogs, etc.), together with the differences between films and television programs, it is considered not only interesting but also necessary to study consumers' attitude in only one media form. This study aims to contribute on this study gap and focuses on PPL in different genres (i.e. tv drama, tv crime show, tv comedy, reality show, and fantasy show, etc.) of television program.

The reasons for only focusing on PPL in television programs are many. Although movies and television programs do share some similarities, they are different in many aspects. To begin with, audiences are more tolerant to advertisements in untraditional

forms. Audience can easily change channels to skip tradition tv commercials, but they cannot bypass PPL as the branded messages are embedded in the programs they are watching.

Secondly, television programs usually last for years while movies end within several hours. Viewers of television programs may watch their favorite shows over an extended period of time, or repeatedly, during which they became deeply involved in the story lines, develop emotional connections with the characters, and build a sense of loyalty to the programs. Viewers may also receive information about branded products placed in the programs during the same time. Additionally, since television programs provide the opportunity to associate branded products with program characters, celebrity endorsement effects can be achieved sometimes.

Another difference lies on the audience group. Television viewers tend to have a relatively wider age range while teenagers and young people are heavy moviegoers. According to a field report, in 2011, people aged from 25 to 39 account for 28% of frequent (once a month or more) moviegoers in U.S and Canada. The next closest are from 18-24 age group and 12-17 age group with 19% and 16%, respectively (Motion Picture Association of America). In the same year, people aged from 25 to 34, account for 33% very regular moviegoers (go to cinema weekly or more often, or fortnightly) in UK, followed by people from 16 to 24 age group with a 25% proportion (UK Film Council). In comparison, in the 2010 to 2011 television season, the heaviest users of traditional tv are those aged over 65 while adult aged 35-49 watch timeshifted tv most, although younger customer (aged 12 to 17) are heaviest mobile video viewers (Nielsen,2011). According to statistics, the median age of viewers at the four American tv networks: ABC, Fox, NBC, and CBS, is now 51 (The Huffington Post), although audience groups attracted by different programs also diverse. Therefore, this study does not only focus on students and teenagers.

1.2 Aim of the Study

The primary aim of this study is to investigate consumers' attitude towards PPL in television programs and to explain the attitude with factors suggested in the literature. One important factor is consumers' general attitude towards PPL practices in television programs. In the empirical study, consumer's attitude towards PPL is measured in two aspects, namely, consumers' attitude toward the PPL brand and consumers' brand attitude change towards the PPL brand. The theoretical framework and method chapters are going to outline the factors to be studied in detail.

1.3 Delimitations

First, in the empirical study, the products and brands recalled from television programs are considered as PPL. This study does not make a distinction between paid PPL and products that are simply included in programs, considering it is difficult for the general audience to tell them apart. The differences between paid PPL and products included in programs are further discussed in Chapter 2.

Moreover, the genres of television program covered in this study are: tv drama, tv comedy, tv crime drama, SCI-FI/fantasy show, reality show, and others. This classification may be too simple and hardly covers all different types of programs. It reflects certain types of entertainment program, but there are also other types, such as news, talk shows, documentary, cooking shows, etc. For programs with specific purposes (i.e. cooking show, DIY program), consumers' attitude towards PPL brands may be differ.

Additionally, this study is conducted online, and the influences of some demographic factors, such as nationality, culture background, and income level are not included in this study.

1.4 Structure of the Thesis

This study consists of four main parts: a literature review that forms the theoretical background, method of research, empirical findings, and the discussion.

Chapter 2 and Chapter 3 form the theoretical framework. Chapter 2 is an overview of PPL, in which different definitions and PPL types are introduced and compared. In addition, in order to understand how people process the information they received from PPL, several theories are discussed briefly, including how people process information under low attention, mere exposure effects, parasocial theory and an adopted balanced model explaining how characters from a program may influence a viewer's attitude about the products embedded in.

Chapter 3 proposes a research framework, the framework elaborates the different factors which may affect people's attitude towards products or brands embedded within programs. These factors are drawn from various PPL literature, as well as theories discussed in Chapter 2 with an attempt to integrate previous findings and theories so that a more advanced understanding about PPL can be achieved.

Methodological approach follows after the theoretical part. Chapter 4 explains the choice of research approach and the data collection procedure, including where the data were gathered, and why online study was conducted. The questionnaire design is also presented in this chapter, and how it supports the aim of the study is discussed.

Then, Chapter 5 presents the results of this study. The main findings are presented and discussed, as well as theoretical and managerial implications. Limitations of the study are also discussed in this part. At the end, recommendations for further research are suggested.

2. Product Placement

In this chapter, an overall picture of PPL is presented and discussed, including the definitions and characteristics of PPL, PPL strategies, and concerns about PPL practices. Additionally, theories explaining how PPL information is processed are introduced.

2.1 Defining Product Placement

The term “product placement”, or sometimes called “brand placement”, is used in academic articles. The various definitions of this term emphasize different aspects, for example, what kind of brand information to embed in, through what methods, for what purposes, and in what kind of media forms (see Table 1).

Table 1. Definitions of Product Placement

Steertz,1987: 22	The inclusion of a brand name, product package, signage, or other trademark merchandise within a motion picture, television show, or music video.
Nebenzhal and Secunda,1993: 1	The inclusion of consumer product or services in motion pictures for promotional purposes.
Balasubramanian, 1994: 31	A paid product message aimed at influencing movie (or television) audiences via the planned and unobtrusive entry of a branded product into a movie (or television program).
Baker and Crawford, 1995: 2	The inclusion of commercial products or services in any form in the television or film productions in return for some sort of payment from the advertisers.
Karrh, 1998: 33	The paid inclusion of branded products or brand identifiers, through audio and/or visual means, within mass media programming.

From Table 1, it can be seen that these definitions share both similarities and differences. All the five definitions mentioned here agree that it is branded products, services, or brand identifiers that are embedded as messages, four out of the five definitions also point out that the inclusion of brand messages is paid for, or some sort

of payment is received from advertisers or manufactures. Most scholars agree that branded messages embedded in television programs and films can be seen as PPL. Some of them use the term “motion picture”, which also includes music video, video/computer games etc. However, in recent years, PPL also appear in books, blogs and other media forms.

Strortz (1987,cited from Karrh,1998) mainly describes what kind of branded information can be seen as PPL without mentioning the purposes of PPL. Nebenzhal and Secunda’s (1993) definition completes this shortcoming by pointing out the promotional purposes of PPL, they also add services into the definition. Nevertheless, it is interesting to think further, for instance, how services can be included in motion pictures? This involves questions such as how services are shown to consumers, for example, by showing brand name or image, or by showing service people, etc.

Balasubramanian (1994) contributes by suggesting two characteristics of PPL, 1) the branded messages are paid in nature, and 2) the branded messages are embedded “via the planned and unobtrusive entry”. However, “unobtrusive” is not always the case. Sometimes, PPL appear through a very eye-catching way. Brand messages can be highlighted in the show, and characters may speak for the brand. A very good example is that in the famous HBO series *Sex and the City*, one of the main characters, Charlotte, uses amazon.com to avoid embarrassment from the judgmental cashier from her local bookstore. Her lines in the show referring amazon.com (“*amazon.com enables you to help yourself and find exactly what you need, and it provide overnight express and free shipping*”) are quite long and are clearly for promotional purposes. In this case, messages about amazon.com can hardly be ignored.

Baker and Crawford (1995) mention the commercial purposes of putting products or services, but also point out that from a producer’s point of view, the aim of including the commercial message is to gain some benefits or payments from advertisers.

A widely accepted definition of PPL is proposed by Karrh (1998:33). Karrh (1998:33) points out that the branded products “placed” into programming are different with those simply “included” in programming, because the former is commercially inspired and involves “the intent of the program's creator”. He also enlarges the media vehicles for PPL, and suggests the different dimensions of PPL (audio and/or visual).

It is still controversial that whether branded information is “paid” or not should be used as a determiner to judge whether the embedded branded message is PPL or not. D'Astous and Séguin (1999:898) argue that the products which are placed in programs, but neither presented formally nor integrated with the program contents, are not actually PPL because they were not "sold" to firms. However, considering this kind of “placement” may also influence consumers' perceptions, and it is very difficult for an audience to tell whether a brand message is paid or not, products that are simply included in the programs are not excluded in this study.

In the study, PPL is defined as *the inclusion of branded products or brand identifiers through audio and/or visual means, within television programs.*

2.2 Characteristics of Product Placement

There are some characteristics of PPL that differ it from traditional television commercials (see Table 2).

To begin with, as a kind of embedded messages, the paid nature of PPL is disguised. Most of the placements are indirect, and the messages embedded in are secondary to the main content. By showing the product being used or by providing specific functional information, traditional commercials usually contain informational or/and transformational content about the products, although sometimes they also associate with emotional components.

In contrast, most PPL do not intend to provide viewers with factual information about the product or the brand (Russell,1998), but to influence people through an unconsciousness way. For example, in *Two and Half Men*, the main character, Charlie

Harper, drives a Mercedes Benz, while his less successful brother Alan drives a Volvo. The persuasive message that Mercedes Benz represents success and a good economic status is secondary to the main story.

Table 2. Comparison of PPL and Commercials

PPL	Traditional Commercials
1.The paid nature is disguised. 2.Message is embedded in, therefore cannot be distinct from the editorial content. Placements seldom interrupt viewing experience. 3.Focus to branded products is secondary to the main content. 4.Provide more transformational information. 5.Hard to skip from when watching. 6.Do not always identify the sponsor. 7.Placement-specific regulations are not fully developed.	1.The paid nature is clear to viewers. 2.Message is distinct from the editorial content. and can interrupt the viewing experience. 3.Directly call attention to product features and emotional benefits. 4.Provide both informational and transformational information. 5.Easy to skip from when watching. 6.Sponsors are identified. 7.Ad-specific regulations exist.

References: Balasubramanian et al. (2006:135, Table 5, Key similarities and differences between ads and placements)

In addition, PPL have a higher level of disguise and obtrusiveness (Balasubramanian et al. 2006). Television commercials are usually easy to distinguish, therefore, accommodate mood spillover effect from program to message. In contrast, placements are more disguised that sometimes viewers may not even notice them.

2.3 How Brands Appear in Programs

There are several ways of categorizing PPL according to how brands appear in the programs. This section describes four categorizations. These categorizations will not form part of the empirical study in that I will not investigate the differences between how brands are integrated into the program, but the categorizations provide insight into how PPL are used in practice.

D'Astous and Séguin(1999) classify PPL into three main types: implicit PPL, integrated explicit PPL, and non-integrated explicit PPL. Implicit PPL appears through a passive way: the product or the brand presents in the program without being highlighted (D'Astous and Séguin,1999:898). For example, in a series, a scene occurs in a branded store; a brand sponsors a popular program, in return, participants and the host wear clothes with its logo or its logo appeared as background. Thus, in implicit placements, there is no extra message about products or brands except for brand images.

Integrated explicit PPL, on the other hand, is a more active strategy. Branded products are formally expressed when they appear in programs. For instance, in one episode of *Two and Half Men*, the main character, Alan Harper (who drives a Volvo) drives his brother' s Mercedes Benz to maintain and experiences excellent services from the maintenance store; in *Hell's Kitchen*, branded kitchen utensils are given as rewards, and are introduced briefly by the host. Through this strategy, some information about products or brands is provided, and sometimes the attributes are also demonstrated.

Presenting sponsor's name at the beginning, during or at the end of programs, or using the brand name as part of the program title are typical forms of non-integrated explicit PPL. Products or brands are formally presented but are not integrated within the contents of the program (Astous and Séguin,1999:898).

Alternatively, Russell (1998:307) categorizes PPL along three dimensions: visual, auditory, and plot connection. The visual dimension refers to the appearance of the brand on the screen. There are different levels of screen placements depending on the number of appearances, how the camera shot for the products, shooting angles, length of appearances, and so forth. The auditory dimension refers to how the product is mentioned, such as the context, the frequency, and the emphasis placed on the brand name (tone of the voice, place in the dialogue, character speaking at the time, etc.) (Russell, 2003). The third dimension, plot connection refers to the degree to which the

brand is integrated in the plot of the story (Russell, 1998). PPL can be shown through any or a combination of these dimensions.

Brennan et al.(1999) classify PPL into two types: on-set placement and creative placements. On-set placement refers to those in which the placed brand is a main focus of the scene or is endorsed by a major actor. Creative placement refers to those in which the placed brand is in the background of the scene.

Sheehan and Guo(2005) identify four types of PPL in mass media content based on the level of control of how the brand is presented and the level of integration to the show(see Figure 1).

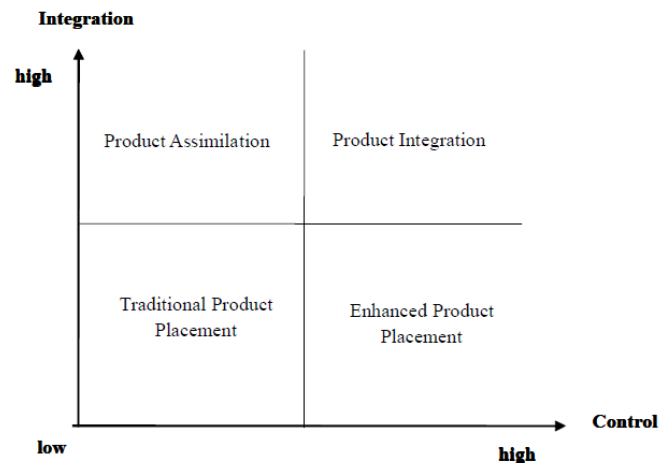


Figure 1. PPL Types Based on Control and Integration.

Cited from Sheehan and Guo (2005:81, Figure 1, Categorization of product placement types)

Traditional PPL refer to those with low level in both control and integration. For example, when a branded product or service “props” in films and television programs, or appears as subtle but has little or no connection to the content. It is similar to D’Astous and Séguin’s (1999) non-integrated explicit PPL. Enhanced PPL are more connected with the storyline and appear in a more attractive way. For example, reality show may refer clearly to the brands which used as prizes in it. Enhanced PPL are usually both mentioned in the program and visible, but appear in one episode rather

than through the whole series. Product integration refers to products consistently appear in a film or television program series, for example, Ray-Ban sunglasses in *Men in Black*, and Mercedes Benz in *Two and Half Men*, and Apple in *Sex and the City*. The repeated exposure of branded products in a program is more likely to enhance brand identity from mediated content to a viewer's real life (Ferraro and Avery, 2000). Product assimilation is when the product or service becomes the main content of the program.

Table 3. Summary of Different PPL Types

D'Astous and Séguin(1999)	<ol style="list-style-type: none"> 1) Implicit PPL: the product or the brand presents in the program without being highlighted. 2) Integrated explicit PPL: branded products are formally expressed when they appear in programs. 3) Non-integrated explicit PPL: products or brands are formally presented but are not integrated within the contents of the program
Russell (1998:307)	<ol style="list-style-type: none"> 1) Visual dimension: the appearance of the brand on the screen. 2) Auditory dimension: how the product is mentioned. 3) Plot connection: the degree to which the brand is integrated in the plot of the story.
Brennan et al.(1999)	<ol style="list-style-type: none"> 1) On-set placement: those in which the placed brand is a major focus of the scene or is endorsed by a major actor. 2) Creative placement: those in which the placed brand is in the background of the scene.
Sheehan and Guo(2005)	<ol style="list-style-type: none"> 1) Traditional PPL: the products are mentioned and appeared in the program, with little connection to the program content. 2) Enhanced PPL: usually both mentioned and visible, but only in one episode rather than consistently in the series. 3) Product integration: products consistently appear in program series. 4) Product assimilation: the products or services are the main content of the program.

When comparing how different scholars classify different types of PPL, it is noticed that all these classifications are associated with the program where PPL are embedded in, such as how PPL and the plot are connected, whether PPL associate with certain program characters, in what frequency the products or brands appear in programs, and through what means (i.e. visual, audio, or combined) the products or brands appear. Since the aim of this study is to find out how different factors influence consumers' attitude towards PPL brands rather than to measure the effectiveness of different kinds of PPL, therefore, this study does not stick to specific types of PPL but to ask questions based on some similarities shared by different types of PPL, such as to what extent the product is closely associated with the plot, whether the product is important within the program, and frequency of appearance of the product, etc.

2.4 Ethical Concerns

The inclusion of branded products or brand identifiers into mass media programming is always controversial. Some people hold relatively strong views towards PPL and indicate it should be banned or restricted (Nebenzahl and Secunda, 1993), although these strong views are generally from an ethical ground. Gupta and Gould (1997) find a generally favorable attitude towards PPL, but there are exceptions in terms of "ethically charged" products (i.e. alcohol, guns, and tobacco). Karrh et al.'s (2001) finding also shows consistence in regard to some ethical beliefs about PPL.

Based on previous research, there are three main types of ethical concerns about PPL: concerns about PPL as a practice; concerns about specific products placed in media forms (e.g. tobacco, alcohol, etc.); and concerns about certain audience groups (children and teenagers).

A major concern about PPL is that it may contain "hide but paid" messages (Balasubramanian, 1994), although PPL are not tagged with the label of "advertisement". Some opponents also concern that placements provide opportunities for brands to associate with celebrity in programs, and thus might be viewed as "implies

endorsement” from celebrities, especially those who do not engage in more traditional endorsement deals (Karrh,1998:34). Critics worry this kind of association may distract firms from more functional, product-centered factors, and diminish their creativity and productivity.

Certain products, including alcoholic beverages, tobacco, and guns, are considered especially ethically-charged (Gupta and Gould,1997:38). In a 1012 college student survey, cigarettes, alcohol, and guns are considered the three most ethically-charged products, while other products are largely considered as acceptable in movies and television programs (Gupta and Gould,1997). In 1990, American tobacco firms publicly stated their intention to cease paid placements as part of an overall move to voluntarily curb tobacco marketing to youths, though bartered or unpaid placement was not affected (Colford,1990,cited in Karrh,1998).

There are also concerns about the influences PPL may have to certain audience groups: children and teenagers. Given the fact that audiences aged 18-24 are considered the prime target for movie makers, and the 12-20 years old segment is the fastest growing American movie audience (Karrh,1998:38), therefore, it is argued that PPL of certain types of product are inappropriate, and may indoctrinate younger people with particular viewpoint or encourage them to imitate unhealthy consumption habit.

Since consumers' ethical concerns are consistent in previous research and tend to lead relatively strong opinions or make exceptions among other attitude towards PPL, a set of ethic beliefs are adopted from previous research so that a comparison can be made. Also, when study consumers' brand attitude towards the recalled PPL, some products that are considered particularly ethically charged (i.e. alcohol, guns, and cigarette) are also included.

2.5 How Information of PPL Is Processed by Consumers

PPL is a very delicate activity. Ephron (2003:20) uses the term of “paradox of PPL” to describe the effects of PPL, “if you notice it, it's bad. But if you don't notice, it's

worthless". Advertisers want to influence consumers without being irritating. It is believed that, from a consumer learning perspective, if consumers do not know the commercial intent of the placements, they are less likely to generate skepticism. One possible explanation is that some placements, especially those that are highly integrated and/or interactive, can increase audience engagement with both the program and the brand (McClellan,2003). In order to find out factors that may influence consumers' brand attitude towards PPL in television programs, it is necessary to understand how consumer process the information they get from PPL.

Involvement, a key concept in understanding how marketing communication works, has a very long history and is well developed. It can be defined as *the willingness, ability and opportunity to identify and process detailed information in relation to a consumption decision* (Grimes, 2006:70). The level of involvement refers to the extent of information searching and information processing (Grimes, 2006:70). Consumers under a high level of involvement tend to seek and pay attention to detailed information, and more rely on the cognitive information processing. On the contrary, those who are under a low level of involvement do not motivate to search and process detailed information surrounding the concept. It is assumed that, under low involvement conditions, people make little use of cognitive processing but rely more on automatic learning process, which means they rely on heuristics (Grimes,2006:70; Heath,2003). This means the imagery, music, endorser characteristics, and what consumers perceive from the programs may influence their attitude.

Considering the disguised nature of PPL and the fact that most PPL are secondary to the storyline, it seems safely to draw to the conclusion that branded product messages are usually processed under a low involvement level. In other words, program viewers do not initiatively search for branded information when they see PPL, but process the information through "a more experiential, emotion-driven framework" (Grimes,2008:71). Therefore, it is reasonable to assume that consumers' attitude towards PPL within a program will be affected by programs characters' attitude

towards the products, the importance of products in the programs, as well as the image of product within the programs (i.e. positive or negative).

Under conditions of low involvement information processing, people rely on two types of learning: the first one is shallow cognitive processing, which is necessary to enable us to perform some essential cognitive tasks, such as registering brand names. However, shallow cognitive processing is an inefficient learning mechanism. It can only reinforce existing beliefs (Heath, 2003). From this point of view, if a viewer is familiar with a brand, it is more likely for him or her to notice the embedded brand information while an unknown brand might be ignored easily.

Another type of learning is automatically and it influences people's implicit memory, which cannot analyze or reinterpret anything (Heath, 2003). Implicit memory only store perceived messages and attached simple conceptual meanings (Heath, 2003). In terms of PPL, implicit learning is used every time the branded information is seen or heard. To be more specific, when a viewer sees a product or service from the brand which he or she knows, new information about this product or service will be consumed and attached to his or her prior knowledge to this brand. It means the existing knowledge about a brand or a product is paramount and will affect consumers' attitude towards the brand or product in question. Therefore, when investigating consumers' attitude towards PPL in television, factors such as brand awareness, brand familiarity, image formation should be taken into consideration.

Mere exposure effect further explains how PPL work to influence viewers. Mere exposure effect refers to the situation when brand names or brand stimuli are being pre-attentively processed because they are not from actively pursued information but as a part of sensory environment. It is argued that the repetition of PPL may affect consumers through a subconscious way, building representations for the stimulus. Then, when consumers process information associated with the stimulus initiatively, their interpretation or evaluation will be affected (Grimes,2006:73). In other words,

repeated mere exposure to PPL influences how consumers perceive the product or brand through influencing their sub-consciousness.

For mere exposure effect, the term “repeated” is vital. This is another reason why it is necessary to study PPL in television programs and in films separately, for mere exposure effect is more easily to be achieved through watching television programs broadcasting for years.

To sum up, consumers usually process PPL information under a low involvement level, and this information processing procedure is more emotional driven, associating with programs and program characters. The longer one watches a program, the more likely his or her attitude towards the brands that appeared within the program will be influenced. Besides, both mere exposure effect and consumers’ information processing under low involvement level suggest that existing knowledge about PPL brands also affects how consumers perceive PPL information. Therefore, when studying consumers’ attitude change towards PPL brands, factors from these aspects should be considered.

2.6 Balance Model and Parasocial Theory

Under low attention condition, PPL mainly affect people through implicit memory, which means consumers are more likely to be influenced by emotions and experiences associated with the programs. Parasocial theory provides further insights about how consumers' attitude towards particular branded product can be affected by program characters. It explains viewers' inclinations to be attached to or distanced from fictional characters conceived of as real (Russell and Stern,2006:9).

It is argued that one of the main reasons of media use is the need to identify oneself with characters, which is also one of the most common reasons for watching mini-series or dramas (D'Astous and Séguin,1999). Attachment to characters or television programs is a significant source of influence to consumer attitudes toward branded products (D'Astous and Séguin,1999; Russell,2002; Russell et al. 2004). “When a drama is successful, the audience becomes ‘lost’ in the story and experiences

the concerns and feelings of the characters” (Deighton et.al,1989,cited from Karrh,1998:43). Research indicates that audiences process information from media characters as much the same way as they process information from people around them (Karrh,1998). With viewers getting more involved with a program, and when such connectedness extends beyond the exposure experience into a viewer's personal life, he or she may tend to imitate or adore program characters.

Television program is different from films because of its serial form (Fiske,1992,cited from Russell,1998). In comparison, a film is more like an entity with intensive content. Characters of television programs appear to live in a similar time scales and exceed their textual existence (Fiske,1992,cited from Russell,1998) while the story of movie characters ends with films. After watching a television program for a period, viewers can “become actively vested in the characters whose lives they closely follow and care about, and sometimes begin to interact with them as if they were real, in a parasocial way”(Russell and Stern,2006:10).

The more parasocially consumers feel attached to program characters, the more influence these characters may have to viewers (Bandura,1976, cited in Russell,1998). In terms of PPL, the more parasocially consumers feel attached to characters, the more likely they accept them as role models, believing these characters would make right decisions, including product consumption decisions.

Support can also be found from social learning theory, which assumes that “observational learning occurs through reinforcement of imitative behavior” (Bandura,1971,cited in Russell,1998:361). Program characters may act and influence viewers through their symbolic representations of product consumption. Viewers, on the other hand, observe behaviors and attitudes presented by program characters and thus contribute their own social learning process. The strength of model in modifying behavior thus depends on viewer-character relationships (Russell,1998).

As to mere exposure effect, long-term viewing experience is also considered “essential” to the attachment process (Russell and Stern,2006). Over time, viewers develop attitudes toward character, get familiar with them, build intimate feelings with them, and engage in various participation in their lives (Maccoby and Wilson,1957,cited from Russell and Stern,2006). Familiarity to characters provide viewers “a comforting feeling of security” since the characters behave predictably (Frye,1973,cited from Russell and Stern,2006). Television programs usually last for many years, and thus provide greater opportunity to build parasocial relationships.

Russell and Stern (2006) propose an adapted balance model of sitcom PPL effect (Figure 2), which demonstrates how program characters influence viewers’ attitude towards embedded products.

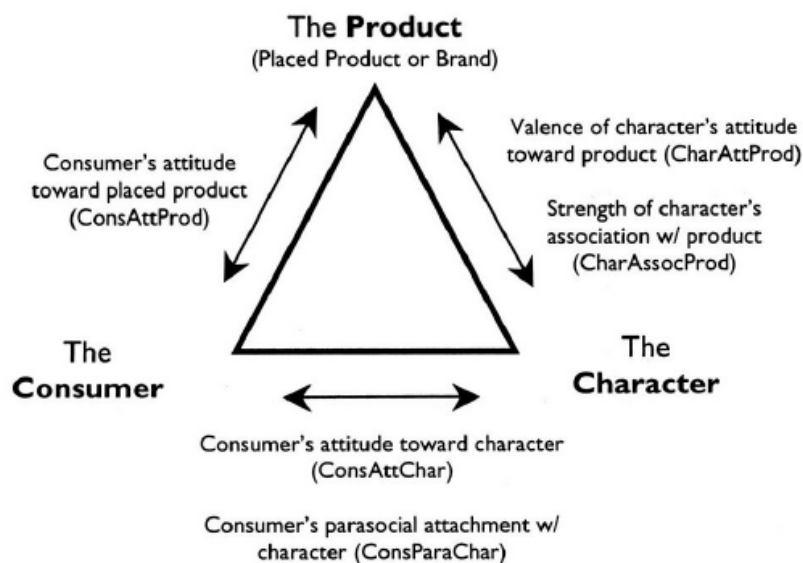


Figure 2. Balance Model of PPL Effects

Cited from Russell and Stern (2006:8, Figure 1, Balance Model of Product Placement Effects)

Russell and Stern’s(2006) adapted balance model of sitcom PPL effects is based on Heider’s (1946, cited from Hummon and Doreian, 2003) balance theory. Balance theory depicts the process through which an individual attempts to maintain

consistency among a triad of linked attitudes (Russell and Stern,2006). The basic premise is that when an individual perceives a set of elements are associated, the perceiver will try to maintain a balance in attitude with another person (Osgood and Tannenbaum,1955,cited from Hummon and Doreian,2003). In regards to PPL, the balance model of PPL effects suggests that a viewer will tend to balance his or her attitude towards certain PPL brands with the program character who is associated with these brands, especially when there is a strong consumer-character parasocial relationship. Russell and Stern's (2006) finding reveals support for the parasocial attachment between consumers and the sitcom characters, and the importance of program characters in influencing viewers' attitude towards PPL.

To sum up, parasocial theory and the balance model of PPL effects suggest that consumers' attitude towards brands could be affected by characters. And the stronger the parasocial relationship between the consumer and the character, the greater effects characters may have on affecting the consumer's attitude towards PPL brands. Since the parasocial relationship is built through time, this also shows that watching length may indirectly affect consumers' brand attitude through influencing the relationship between consumers and characters. Based on these theories, watching length and character influence are included in the empirical part, and their contribution on consumers' attitude towards PPL brands as well as on brand attitude change will be examined.

3. Consumers' Attitude towards PPL Brands

Based on the theories relative to PPL information processing and the discussions about previous research about consumer attitude toward PPL brands, a research framework, which describes factors that affect consumer attitude towards PPL brands, is thus constructed.

The aim of this study consists of two parts, one is to examine consumers' attitude towards PPL practices in television programs, and the other is to study factors that affect consumers' attitude towards products that actually placed in programs. Figure 3 provides an overview of the factors that are assumed to affect consumer attitude in this case.

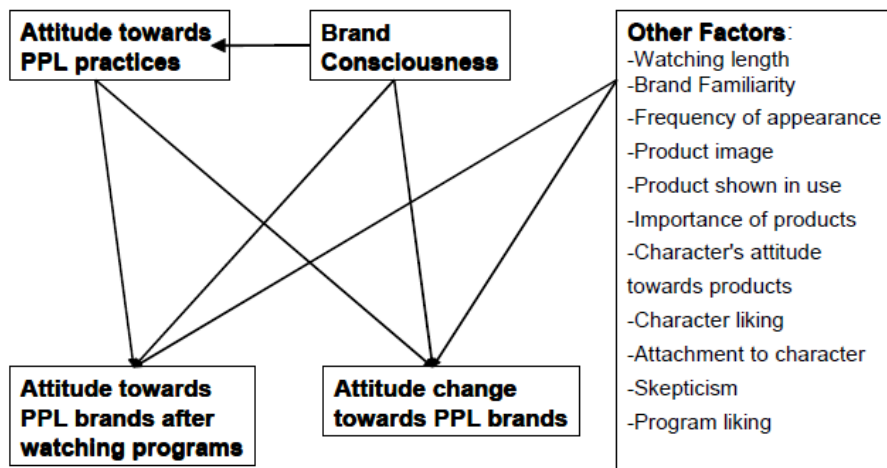


Figure 3. A Research Framework in Consumers' Attitude towards PPL Brands

As shown in Figure 3, in this study, the main explanatory factors are 1) attitude towards PPL practices and 2) brand consciousness. In addition, there are a number of other factors that have been found from the literature which affect consumer attitude toward PPL brands. Moreover, with regard to consumers' attitude towards PPL brands, this study contains two aspects, including consumers' attitude towards PPL brands after watching the programs and consumers' attitude change towards the brands.

First, it is assumed that consumers who have a more favorable attitude towards PPL practices will also have a more positive attitude towards products actually placed in programs, just like consumers who have a more favorable attitude towards advertising have a more favorable attitude towards brands or products advertised (Andrews 1989, cited in Gupta and Gould, 1997). This assumption has been mentioned by several authors (i.e. Nebenzahl and Secunda, 1993; Gupta and Gould, 1997; Balasubramanian et al. 2006), but only studied by Gupta and Gould in 1997. Although Gupta and Gould's (1997) results support this assumption, considering their study only focuses on PPL in films, it feels necessary to examine whether the same finding can be applied to PPL in television programs. In this study, consumers' attitude towards PPL practices is considered an important explanatory factor, and its influence on both consumers' attitude towards PPL brands after watching programs and consumers' brand attitude change are going to be examined.

On the other hand, brand consciousness, according to the results of Nelson and McLeod's (2005) study on adolescent brand consciousness and PPL effects, is positively related to both awareness and the liking of PPL practices, and is considered another critical factor in this study. Since Nelson and McLeod (2005) also suggest that brand consciousness may further influence consumers' attitude towards PPL brands, as high brand consciousness who are more likely to be aware of and like PPL practices may also be more suggestible, the influence of brand consciousness on both consumers' attitude towards PPL brands after watching programs and consumers' brand attitude change will be examined.

There are many other factors found from literature regarding PPL and the effects of PPL. However, due to the limitations of time and research method (which will be further discussed in the next chapter), it seems impossible to examine the influences of all these factors without content analysis or years of follow-up study. Therefore, these factors are listed in the research framework in an attempt to integrate previous findings and provide an overall understanding of PPL. Although these factors are

measured in the empirical study, it is also claimed that the results regarding these factors should be used with careful consideration.

In the following part, attitude towards PPL practices, brand consciousness, and 11 other factors are going to be discussed in order, and hypotheses are constructed.

3.1 Attitude towards PPL Practices in Television Programs

In order to study consumers' attitude toward the recalled PPL brands within programs, one's general attitude towards PPL practices must be taken into consideration. It is believed that people with a more positive attitude towards PPL practices are less resistant to embedded brand messages, and are more likely to change his or her attitude (Gupta and Gould, 1997; Balasubramanian et al. 2006).

There is limited research on consumers' attitude towards PPL practices, and none of them examine the relationship between attitude towards PPL practices and attitude towards PPL brands under the context of television programs. The first study of consumers' general attitudes towards PPL is Nebenzahl and Secunda's (1993) study. They use both open-ended and close-ended questions to capture 171 American college students' attitude toward the practices of placement, and find that most of the respondents do not object to PPL in films. However, some people hold a relatively strong attitude based on ethical grounds.

Gupta and Gould (1997) extend Nebenzahl and Secunda's(1993) study by adding different product types because they believe PPL for certain types of product are more complicated, and they also think that individual differences are significant, especially in some ethically charged products. Their results support that not only ethical concerns differ consumers' general attitude towards PPL, but certain types of product are also regarded as more "ethically disconcerting".

Karrh et al.(2001) examine the differences between American and Singapore college-aged audience' attitude towards PPL practices. With 97 respondents from each

country, their finding also suggests a general positive attitude towards PPL, as well as the noticeably difference in ethical concerns.

The only existing study exploring the relationship between consumers' general attitude towards PPL practices and attitude towards PPL brands is Gupta and Gould's(1997) study on consumers' perceptions of the acceptability of PPL in films. And the results indicate that positive attitude towards PPL practices in general is also positively related to attitude towards products that actually placed in films, although attitude towards ethically-charged products differs from other products.

Therefore, this study aims to examine the influence of consumers' attitude towards PPL practices on attitude towards PPL brands, as well as the influence on brand attitude change. In order to achieve this goal, consumers' attitude towards PPL practices in television programs is going to be investigated first. Hypothesis 1 is presented as the following:

H1a: *Attitude towards PPL practices significantly affects consumers' attitude towards PPL brands.*

H1b: *Attitude towards PPL practices significantly affects consumers' attitude change towards PPL brands.*

3.2 Brand Consciousness

Brand consciousness or sensitivity has been studied in terms of brand management, understanding about consumers' socialization processes, and how consumers process brand related information in different conditions. It refers *to what extent that brands are important in consumers' psychological process to decide what to buy and whether to buy or not* (Nelson and McLeod, 2005: 518).

It is thought that brand consciousness is not the same for everyone, and it works through an unconsciousness way to influence one's information processing procedure under low attention. Some individuals are assumed to be more sensitive to brands and

brands related information while others usually pay less attention. Individuals who consider themselves as brand sensitive are more likely to notice and think favorably of brand names in different contexts, including entertainment vehicles (Nelson and McLeod, 2005).

Nelson and McLeod's (2005) study on US adolescent brand consciousness and PPL finds that consumers who are brand conscious are much more suggestible and are more often look to and appreciate the media and celebrities for brand related information. Their finding also suggests that those who are more attuned to brands are more likely to notice branded information and tend to have a more favorable attitude towards PPL practices.

Thus, in terms of PPL in television programs, it is assumed that brand-conscious consumers might be more likely to pay attention to PPL within programs, as well as to change their attitude toward PPL brands. Therefore, hypothesis 2 is proposed as the following:

H2a: *Brand consciousness significantly affects consumers' attitude towards PPL brands.*

H2b: *Brand consciousness significantly affects consumers' attitude change towards PPL brands.*

H2c: *Brand consciousness is positively related to the attitude towards PPL practices.*

3.3 Other Factors

Except for attitude towards PPL practices and brand consciousness, there are many other factors that may affect attitude towards PPL brands. Some of them have been studied while some of them are just mentioned as possible influential factors in prior research. In this study, 11 factors are summarized in an attempt to explore their influences on consumers' attitude towards PPL brands. They are going to be discussed from different aspects in this section.

3.3.1 Brand Familiarity

Brand familiarity, which reflects *the extent of a consumer's direct and indirect experience with a brand, captures consumers' brand knowledge structures, in other words, the brand associations that exist within a consumer's memory* (Campbell and Keller, 2002: 293). Considering the mere exposure effect and how people process information under low attention, consumers are more likely to recognize a familiar brand when watching television; meanwhile, brand messages associated with a familiar brand are also more easily to be remembered. Therefore, when consumers are exposed to PPL from a familiar brand, they use the existing memories to recognize and judge the information, and update their knowledge. On the contrary, if consumers have no experience with a brand, the PPL from that brand may elicit more extensive information processing. This means consumers are more likely to learn something new about the brand from the PPL embedded in. But unfortunately, messages from an unfamiliar brand may not even be noticed.

Campbell and Keller (2003) examine the effectiveness of advertising communication based on viewers' prior brand familiarity towards the advertised brands. The result shows brand familiarity has an effect on repetition effectiveness. To be more specific, when the advertisement of an unfamiliar brand appears repeatedly, there is a decrease in the effectiveness. On the contrary, if it is a familiar brand, repetition first enhance the effectiveness and then decrease. Nevertheless, it is still unclear whether brand familiarity will affect attitude towards PPL brands in the same way.

Bases on what have been discussed above, it is assumed that consumers are more likely to recall a familiar brand, but are more likely to change their attitude towards an unfamiliar brand. Hypothesis 3 is thus proposed as the following:

H3: *Consumers are more likely to change their attitude toward unfamiliar brands.*

3.3.2 Watching Length

From parasocial theory and social learning theory it is known that long-time watching experience is essential for viewers to build relationships with program characters. Over time, viewers develop attitudes toward characters, get familiar with them, build intimate feelings with them, and view them as role models (Russell and Stern, 2006). The longer one watches a program, the more likely he or she feels parasocial to the characters. Therefore, it seems reasonable to assume that watching the same television program continuously and/or repeatedly may affect viewers' attitude towards embedded products through strengthening characters' attitude towards the products. Thus a positive relationship between watching length and audience' attitude change is expected.

Additionally, mere exposure effects also suggest that long term exposure to a stimulus can influence the sub-consciousness of audience. Therefore, hypothesis 4 was proposed.

H4: *Watching length has a positive relationship with consumers' attitude change towards PPL brands.*

3.3.3 Product Information Presented

Although PPL have a more disguised nature, the substance of PPL is branded information for commercial purposes. In many circumstances, sponsors would want to provide as much brand-related information as possible when they invest. The amount and type of product information provided by PPL is another source of influence on consumers' attitude towards PPL brands. They are closely associated with the types of PPL that have been introduced in chapter 2. A total of four factors are found based on comparing different types of PPL. These factors are: *Product Importance*, *Frequency of Appearance*, *Product Shown in Use*, and *Product Image*. However, since it is impossible to do content analysis for every programs involved in this study, thus, these four factors can only be studied from a very general perspective, no specific hypotheses are constructed.

Product Importance refers to what level consumers think the product is important or necessary for the plot of the programs. For example, a product or service may play the role of a major focus in one episode, contribute to the development of the story, but it can also be placed in the program just as background. Product Importance has been considered by different authors when classify different types of PPL, such as non-integrated explicit PPL (D'Astous and Séguin,1999), plot connection(Russell,1998), on-set PPL and creative PPL(Brennan et al.1999), traditional PPL and product assimilation(Sheehan and Guo,2005). But these terms are similar in that they all capture the strength of link between PPL and program content.

Frequency of Appearance is another factor. Russell(1998) uses the term “visual dimension” to describe it. According to Russell(1998), visual dimension includes the length of product appearance, shooting angles, the number of appearance and so forth. Although frequency of appearance is only one aspect of visual dimension, it is still identified as one factor in this study since it is also mentioned by Sheehan and Guo(2005) in their classification of PPL types. Sheehan and Guo(2005) use product integration and product assimilation to classify two types of PPL based on whether a product or brand appears consistently in the program.

Product Shown in Use concerns the information value of PPL. Balasubramanian et al.(2006:127) suggest that PPL shares more similarities with transformational ads than informational ads, because it tends to provide indirect messages to portray the significance of consumption rather than provide “factual, verifiable, and detailed” information about a product. By showing a product or service in use, advertisers can use PPL to express lifestyles, associate the product with certain characters, and demonstrate new functions, thus make the product more appealing, as well as attract more attention from consumers even though this kind of messages are secondary to the plot. D'Astous and Séguin(1999) capture this factor by using the word “explicit” to describe whether products or brands are formally presented in programs. Brennan et

al.(1999) also highlight this point when define on-set PPL, which means the placed product is not only a major focus of the scene, but also endorsed by a character.

Product Image in this study refers to whether a product or brand appears in the program positively or negatively. Since this study does not exclude products or brands that are simply involved in the program, this means some products or brands recalled by respondents may have negative images in programs. For example, Volvo in *Two and Half Man*, a comedy which has broadcast ten years now. One of the main characters who is poor and not successful drives a very old Volvo, while his rich brother drives a Mercedes Benz. Although there are messages that Volvo is of good quality, it is also implied that Volvo is for working class people.

3.3.4 Judgment of Fit between PPL and Programs

Judgment of fit between a PPL and a program has several meanings, including the strength of link between a PPL and program content, and fitness between program genre and PPL.

When the strength of link between a PPL and the program content is weak, a defense mechanism, *Skepticism*, might be triggered, especially when a message recipient is presented with information that strains credibility, involves the suspension of belief (Balasubramanian et al. 2006:128). Skepticism has two meanings in regards to PPL. The first involves to what extent consumers believe the information provided through PPL can be trusted. The second refers to what extent consumers suspect the appearing of products or brands in television programs is for commercial purposes. In this study, **Skepticism** is proposed as a factor to measure the second aspect.

It is believed that skepticism is closely related to one's resistance to PPL in general. Russell (2002) suggests that a possible explanation is that incongruence makes consumers think about the reason why branded products appear in the program and make them resistant towards it.

The fitness between program genre and PPL is another consideration. Lots of content analysis about PPL in US television program have shown that some program genres, particularly, comedy and drama are the most popular choice for PPL (Park and Berger, 2010). One possible explanation is that maybe it is not the program genre, but what consumers think acceptable in particular programs influence consumers' attitude. For example, it is easy for consumers to accept guns, race cars, and alcohol's appearances in action movies, or in crime dramas, but these products may be considered less appropriate in comedies for families to watch together. Such differences are assumed to be associated with program genre. Therefore, product type may affect consumers' judgment on the acceptability of putting particular products in programs. For example, Park and Berger's (2010) study about PPL in different movie genres finds out that action films have a relatively low recognition rate in terms of placed brands, but specific automobiles placed in action films are recognized by great many participants. Therefore, it is assumed that there is some connection between program genre and product types that consumers tend to have a better recall. Therefore, hypothesis 5 is proposed as the following:

H5: *There are differences in recall of PPL brands between program genres.*

3.3.5 The Influence of Program Characters

Parasocial theory and the balance model suggest that with the time a consumer keeps watching a program, he or she might build a relationship with characters in the program, and this relationship can influence his or her attitude towards a particular product associated with the character, even attitude toward the program sometimes. This is similar to celebrity endorsement effect in some extent.

A strong consumer-character relationship may have several positive effects. First of all, it can remind the consumers who have bought or used the products why they choose the brands, and reinforce positive feelings when they saw the products are used or mentioned by the characters in the program in a positive manner. For example, people

who drive a Camry may feel happy and react positively when seeing characters they like drive a Camry in the popular crime show *Bones*, and think “I drive the same car that they drive!” This may make them love the brand much better. Secondary, celebrity endorsement effects can be achieved when consumers see a character is closely associated with particular brands. And if consumers like or feel close to this character, the character’s attitude may then influence their attitude, and make them want to buy products liked or used by the characters. For instance, people who watch *Sex and the City* may want to buy clothes or shoes used by the main characters. Another example is CW’s drama show *Gossip Girl*, the fans even find out the clothes appeared in the show, post pictures online and give prices and links from which people can buy them online.

The influence of consumers-character relationship in consumers’ brand attitude change has been proved in sitcoms by Russell and Stern (2006). Nevertheless, since they admit that the result may not apply across other program formats as well as other media vehicles, how the character-consumer relationship affects attitude in different program genre needs to be further explored. Based on the balance model proposed by Russell and Stern(2006), three factors: *Character Liking*, *Attachment to Character*, and *Character’s Attitude Towards the Product* are used to capture the influence of characters to consumers’ attitude towards PPL brands.

Character Liking measures consumers’ attitude towards the character associated with the product. **Attachment to Character** measures consumers’ feelings of closeness to the character. And **Character’s Attitude towards the Product** measures the character’s preferences to the product.

3.3.6 Program Liking

Program Liking is another factor found from literature. Previous studies in psychology, advertising, and PPL have demonstrated some connections between program liking and viewers’ reactions to commercial messages. Support can be found from theories describing how people process information under low attention, in which

emotions and experiences affect the information processing procedure. De Pelsmacker et al.(2002) find out that commercials surrounding highly appreciated television programs enjoy a higher recalled rate. Given the similarities between PPL and commercials, it is possible that the evaluation of programs also affects attitude towards PPL brands. Reijmersdal et al.(2010) find that viewers who have higher evaluation to the program are more likely to change their attitude towards PPL brands after seeing the PPL in the program. However, their study only involves four programs, including a cooking program, a gardening program, and two drama series. Therefore, it is necessary to examine whether the same result can be found in other program genres.

3.3.7 Gender, Educational Level, and Age

Except for the factors mentioned above, there are demographic factors that may influence consumers' general attitude towards PPL activity, such as gender, education background, and age.

Gupta and Gould's(1997) study finds that males tend to accept ethically-charged placements in films more easily than females do, although there is no significant difference in their attitudes toward other products. Studies also show that more highly educated viewers are less likely to change their attitude toward placed product or brand, and they are more likely to be irritated by PPL in films and television programs (Reijmersdal et al,2010; Neijens and Smit,2003). The same study ((Reijmersdal et al,2010)) also shows that older viewers are more likely to search for information about placed products than younger viewers. However, since these findings are limited by their scope in films only, it is unclear that whether these findings can also be applied to television programs.

Some comparison studies also indicate that viewers with different geographic background differ in their attitudes. American viewers are more likely to view PPL as a kind of paid advertising rather than a creative device, they also show less ethical

concerns and are less likely to support more restrict regulations on placement in contract with respondents from other countries(Karrh et al,2001,Gould et al,2000).

As sources of influence to consumers' attitude, the influences of these three demographic factors are also examined to find out whether they attribute to consumers' attitude and attitude change towards PPL brands.

To sum up, except for demographic factors (refer to gender, education level, and age in this study), there are a total of 13 factors draw from literature. Including brand consciousness, attitude towards PPL practices, watching length, brand familiarity, importance of product, frequency of appearance, product image, product shown in use, skepticism, character like, attachment to the character, character's attitude towards the product, and program liking. By using the research framework proposed at the beginning of this chapter, these factors are examined in this study. Next, the method chapter is going to present how these factors were examined in detail.

4. Method

This chapter gives an overview of the empirical study. It motivates the research method, questionnaire design and data collection method.

4.1 Choice of Research Method

There are two general academic research approaches, deductive and inductive. They are different in the relationship between theory and research. In deductive approach, a theory or hypotheses are developed first and drive the data gathering process, and then using what have been found to confirm or reject hypotheses, as well as to revise theory (Bryman and Bell,2011:11). However, in inductive approach, this process is revised, since it aims to build theory through observations. This study conducted a deductive approach. Based on previous findings and theories, this study first proposed a research framework to guide the data collecting process, and hypotheses were posted to be answered in the empirical part.

When chose the appropriate research method, several important characteristics of deductive approach were taken into consideration: 1) it can be used to explore the causal relationships between concepts, 2) the concepts could be measured quantitatively so that the results could be generalized with sufficient sample size, and 3) a deductive approach also enables modifying the theory based on the findings if necessary.

A quantitative research strategy was chosen to support the deductive approach. Quantitative strategy emphasizes quantification in both data collection and data analyses (Bryman and Bell,2011:27). With enough sample size, it enables researchers to explore the relationship between theory and empirical research by analyzing the data, as well as to generalize the result.

A questionnaire and online survey were used as the data collection method. In a questionnaire, respondents answer the same set of questions in a predetermined order (de Vaus,2002, cited from Saunders 2003:280). It was considered that a

self-completion questionnaire is not only convenience for respondents, but also makes it possible to compare the results of this study with those of previous ones. Traditionally, in terms of consumers' attitude towards PPL and PPL brands, questionnaires are widely used in gathering data. Besides, in past studies, some items describing PPL practices are used by different researchers in their questionnaires to investigate consumers' attitude towards PPL practices, by adopting some of these attitude items from literature, it is possible to compare the results of this study with prior ones.

With regard to consumers' attitude and attitude change towards the recalled PPL brands, this study was based on respondents' recall and memories but not laboratory-based. Although laboratory-based research method has been used by many scholars (i.e. Russell, 2002; Gupta and Gould, 1997; Park and Berger, 2010), such as asking the subjects to watch some carefully designed experimental video clips, or to watch a certain episode of a program. Nevertheless, laboratory-based research method still has some limitations. For example, it is difficult to replicate the real watching experience in lab, especially for television programs, considering consumers may keep watching their favorite programs for several years. Additionally, since this study aimed to explore factors affect consumers' attitude towards PPL brands within the television program context, and watching length was considered a possible influential factor which contributes to consumers' brand attitude change, it seemed that laboratory-based research method cannot generate reliable results here. Therefore, in this study, respondents were asked to think of a television program that they were familiar with, and then answered the related questions.

4.2 Questionnaire design

The questionnaire was constructed according to the proposed research framework which summarized factors that may affect consumers' brand attitude and brand attitude change towards PPL brands. These factors were brand consciousness, attitude towards PPL practices, and 11 other factors, including watching length, brand

familiarity, importance of product, frequency of appearance, product image, product shown in use, skepticism, character like, attachment to the character, character's attitude towards the product, and program like.

The questionnaire consisted of two parts. Part 1 was about consumers' brand consciousness and general attitude towards PPL practices in television programs, containing 23 items that covered different aspects of brand using and PPL practices. The second part was more experienced-based, aiming to collect data concerning consumers' perceptions about brands that were actually placed in television programs. Table 4 summaries the design of the questionnaire, including the purposes of the questions, measures, and supportive literature.

Hair et al.(2010) suggest using three or four items to measure each construct in order to generate higher reliability and generalizability. In this study, brand consciousness was measured by five items. These five items were based on Nelson and McLeod's (2005) study on brand consciousness and PPL effects. Adjustments were also made to ensure these items suit for this study. For example, the term "clothing brands" was replaced by "brands" to measure a more general attitude. Respondents were asked to evaluate to what extent they agree or disagree with the statements based on a 5-point scale (1=strongly disagree, 5=strongly agree) (See Appendix 3). As to consumers' attitude towards PPL practices, it was measured by 19 items so that different aspects of PPL practices were captured. These 19 items were also based on prior studies and were used by different authors (see Table 4).

However, in terms of 11 other factors (watching length, brand familiarity, product importance, product image, etc.), since no prior study has examined the influences of them at the same time, no existing measurement can be found. The questions in part 2 were thus built by the author. Considering the number of factors to be measured in this part, single items were used. Although using a single item as the indicator of concept is

Table 4. The Design of Questionnaire

Construct	Question/Item	Measure	References
Brand Consciousness	1.I pay attention to the brand names of most of products I buy. 2.Brand name tells me something about the quality of the products. 3.Brand name tells me something about other merits except for product quality. 4.Sometimes I am willing to pay more money for a product because of its brand name. 5.Other people judge me according to the brand-name products they see me using.	5-point Likert-scale (strongly disagree-strongly agree)	Nelson and McLeod (2005)
Attitude towards PPL Practices	6.When I see movie or TV characters I like, I pay attention to the products they use in the show. 7.I would avoid watching a TV program if I knew beforehand that brands are placed in it for advertising purposes. 8.I would prefer to watch a TV program without product placement. 9.I do not mind if brand-name products appear in TV programs. 10.I prefer to see real brands in TV programs rather than fake/factitious brands. 11.The presence of brand-name products in TV programs makes it more realistic. 12.I do not mind if television producers receive money from manufacturers for placing their brands in TV programs. 13.Brand-name products should not be in TV programs if they are placed there for commercial purposes. 14.The placements of branded products in TV programs should be completely banned. 15.Brand-name tobacco and alcohol products should only be allowed in programs that kids are not allowed to see. 16.Brand-name tobacco and alcohol products are acceptable in crime shows and fantasy shows. 17.Brand-name tobacco and alcohol products are acceptable in comedy. 18.Programs should not give too much importance to a particular brand (e.g. Showing the brand very frequently)	5-point Likert-scale (strongly disagree-strongly agree)	Gupta and Gould (1997); Karrh et al.(2001)

	<p>19.TV programs should contain only those brand-name products that are essential to the program's realism.</p> <p>20.TV programs should contain only those brand-name products that are closely related to the storyline.</p> <p>21.I would consider product placements as 'commercials in disguise'.</p> <p>22.I have learned about some brand-name product through television programs.</p> <p>23.I buy brands I see characters using or holding in television programs.</p> <p>24.It is unethical for tv producer to attempt to influence the audience by including brand-name products in their shows.</p>		
Watching length	How many seasons have you watched of this program?	Category: < 1 year; = 1 year; or > 1 year	Russell (1998); Russell and Stern (2006)
Character Liking	To what extent do you like the character most close related to this product/brand?	5-point Likert-scale (strongly dislike-strongly like)	Russell and Stern (2006)
Character's attitude towards the product	How do you think the character views this product/brand?	5-point Likert-scale (very negative-very positive)	
Attachment to character	What is your feeling of closeness to this character?	5-point Likert-scale (not close at all- very close)	
Product importance	To what extent do you think the product/brand is important in the show?	5-point Likert-scale (unimportant at all- very important)	D'Astous and Séguin (1999);
Frequency of appearance	How frequently do you think this product/brand appeared in the show?	5-point Likert-scale (rarely-almost all the time)	Russell (1998); Brennan et
Product image	The product is portrayed in a favorable light.	5-point Likert-scale (strongly disagree-strongly agree)	al.(1999)

Product shown in use	The product is shown in use.	5-point Likert-scale (strongly disagree-strongly agree)	
Brand familiarity	The brand is already well known to me.	5-point Likert-scale (strongly disagree-strongly agree)	Nelson and McLeod (2005)
Skepticism	Do you think the appearance of this product/brand is commercially related?	5-point Likert-scale (strongly disagree-strongly agree)	Russell and Stern (2006)
Program liking	To what extent do you like this show?	5-point Likert-scale (strongly dislike-strongly like)	Nelson and McLeod (2005); Murry et al.(1992)
Attitude towards PPL brands	What is your attitude towards the product/brand before watching the show? What is your attitude towards the product/brand after watching the show?	5-point Likert-scale (very negative-very positive)	

considered “deficient” in some way, it is still used in some quantitative research (Bryman and Bell, 2011). The reasons of using single items in this study were based on two considerations. First, except for brand consciousness and attitude towards PPL practices, there were so many other influential factors found from the literature, and if all these factors were measured by multiple items, the questionnaire would be extremely long. Given the fact that people visit the chosen online forum mainly to discuss the program content and characters they like, it was necessary to keep the questionnaire clear and uncomplicated. Besides, since the programs were thought of by respondents rather than selected by the researcher, the content of each program cannot be controlled or analyzed. Under such circumstance, studying the effects of factors associating with programs in depth would be impossible. Therefore, in part 2, these 11 factors were studied in an attempt to capture any possible effects. It is also claimed that the results associating with single-item measured variables should be only used as reference for further study.

In order to ensure the reliability and validity of the results, the criteria suggested by Saunders (2003:281) were followed. These criteria include careful design of individual questions, clear layout, lucid explanation of the purpose of the questionnaire, pilot testing, and carefully planned and executed administration. A cover letter was designed to show before respondents answer the questions. The cover letter explained the purpose of the study, and ensured that the survey was anonymous, all data collected was confidential and would be used for scientific research only. The questionnaire can be found in Appendix 1.

A 5-point Likert Scale (in which 1=strongly disagree, and 5=strongly agree) was used in evaluating attitude, other questions were also evaluated in a similar 5-point scale (in which higher point indicates higher frequency, greater fondness, etc).

4.3. Data Collection

Although college students were considered the major heavy watching group of television programs and were used as sample in most of the previous studies, they

cannot represent the overall viewer group. In order to avoid bias, and overcome the potential drawbacks, this study collected data from not only students, but a more general viewer group. Furthermore, factors such as gender, education level, age were also considered in this study, since some studies suggest that these factors may also affect consumers' attitude towards PPL.

An online forum for television programs was selected as the source of data. This choice was based on several reasons. First, existing research involving consumers' brand attitude change is mostly laboratory-based (Balasubramanian et al. 2006:116). However, it is difficult to replicate the watching experience in laboratory, as viewers may keep watching a program for years. Additionally, it is also difficult to find brand attitude change in a short period through laboratory-based tests. Therefore, considering the series nature of television programs, an online forum was chosen because it provided accesses to consumers with different watching length and watching habits. Secondly, using the online forum as the source of data may also reduce the influence of geographic differences and make the subjects more representative. Additionally, using the online forum also ensured that the sample is randomly selected.

The data were collected from the online forum run by CBS Interactive from the beginning of August to the end of October in 2012 by posting the questionnaire as a subject. CBS website (www.tv.com) focuses on English-language shows made or broadcast in the United States, the United Kingdom, Canada, Australia, New Zealand, Ireland and Japan. The forum covers the most influential and popular television programs in different genres. There are over 6,765,000 posts covering different programs submitted by members of tv.com. Additionally, the forum also has an international section, and its visitors come from different parts of the world. Therefore, the forum from tv.com was considered an appropriate and ideal source of data. In order to ensure the reliability and validity of the results, the sample size was designed to be around 150, which should be appropriate for regression analysis with

11 variables according to the criteria suggested by Tabachnick and Fidell (2007:123).
A total of 152 samples had been collected till the end of the data collecting period.

5. Findings from the Empirical Study

The results of the empirical study are presented in this chapter. First, the descriptive statistics are presented. Second, brand consciousness and attitude towards PPL practices are analyzed primarily, including a factor analysis about consumers' attitude towards PPL practices, scale reliability and the correlation analysis. Third, the results of regression analyses about consumers' attitude towards PPL brands are described. Fourth, all the hypotheses are tested, and the results are summarized. Finally, some other findings, which were found when analyzing the data, are also presented.

5.1 Descriptive Data

This section is divided into two parts. First part is statistics about the background information of respondents. The second part is statistics about the program types and PPL products recalled by respondents as well as consumers' perceptions on 11 factors that were measured by single items.

5.1.1 Respondent Characteristics

The data consist of 152 completed questionnaires. The distribution between genders was almost equal, including 78 males (51.3%) and 74 females (48.7%). The age of respondents ranged from 15 to over 50.

Although the aim was to get a sample with a large age variation, 85.5% of the respondents were between 15 and 35 years, and almost half of the respondents(45.4%) come from the "26-35" age group, and only 14.5% were 36 years or older (see Table 5). Thus age variation was not achieved. This may be explained by using the online forum as the source of data.

Most of the respondents were well educated. About 85% respondents had university degrees or were college students. Table 5 summarizes the sample characteristics.

Table 5. Characteristics of the Sample

	N	%
TOTAL	152	100
GENDER		
Male	78	51.3
Female	74	48.7
AGE		
15-18	3	2.0
19-24	58	38.2
25-35	69	45.4
36-50	19	12.5
>50	3	2.0
EDUCATION		
High School	8	5.3
Polytechnic/Professional education	15	9.9
Undergraduate	79	52.0
Postgraduate or higher	50	32.9

5.1.2 Background Statistics on Respondents' Choice of Program Type and PPL Product

When asked to think of a television program and choose its genre (Table 6), 38.2% (N=58) chose tv comedy, followed by tv drama (31.6%), and tv crime show (17.7%). In addition, 8.6% chose SCI-FI/fantasy show while only 3.3% chose reality show, or some other program (1.3%). The three most popular program genres accounted for 87.5% of all choices. This result was consistent with the finding that drama, comedy, and action are the most popular genres both in films and in television programs for PPL (Park and Berger,2010:422).

Table 6. Program Genres Thought of by Respondents

	N	%
TV Comedy	58	38.2
TV Drama	48	31.6
TV Crime Drama	26	17.7
SCI-FI/Fantasy Show	13	8.6
Reality Show	5	3.3
Others	2	1.3
Total	152	100

Furthermore, when asked to think about a product or a brand they remembered from the program, four kinds of product were most frequently recalled (see Table 7), and consisted of 71.8% the total sample. Computers were recalled 32 times (21.1% of all samples), which was the highest, followed by autos and clothes, accounted for 19.1% and 17.1% separately. 14.5% people mentioned cellphones. Fast food and healthy food together accounted for 8.6% of all the samples, and other products or brands also enjoyed a 9.9% share.

Table 7. Recalled Products or Brands

	N	%
Computers	32	21.1
Autos	29	19.1
Clothes	26	17.1
Cellphones	22	14.5
Fast food	8	5.3
Healthy food	5	3.3
Alcohol	5	3.3
Guns	4	2.6
Cameras/Stereo equipments	3	2.0
Sunglasses	2	1.3
Candy/Snacks	1	.7
Others	15	9.9
Total	152	100

Bar charts on program genre and recalled products are presented in Figure 4. The charts indicate that computers were most frequently recalled in comedy. Clothes, the third most frequently recalled product type, were mainly recalled from tv drama, followed by tv comedy, but seldom been recalled from tv crime drama and fantasy show. In contrast, autos were more likely to be recalled from tv crime show rather than tv comedy, and guns were only mentioned from tv drama, tv crime drama, and fantasy show. Additionally, those who recalled fast food were all from tv comedy. A more detailed cross-table can be seen in Appendix 2.

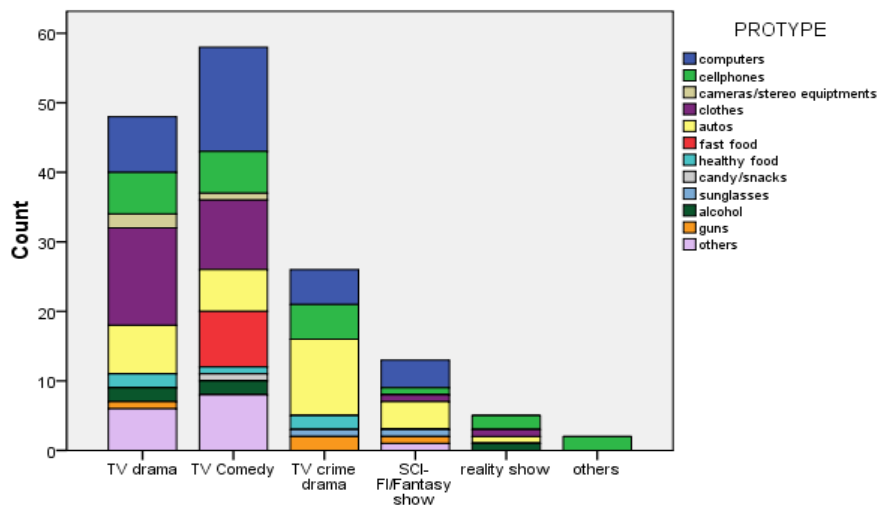


Figure 4. Program Genres and Recalled Products

In the following part, statistics about the 11 single-item measured factors are presented.

Watching Length and Program Liking

The data concerning how long the respondent had watched the program showed that 55.3% respondents had watched the television programs they thought of over a year while 27.6% watched for less than a year. As to program liking, which was measured by a 5-point Likert-scale (strongly dislike-strongly like), 114 (75%) respondents liked or strongly liked the programs they thought of, only 2 (1.3%) respondents felt they did not like the program very much, and none of the programs thought of was strongly disliked by the respondents.

Character Liking, Attachment to Character, and Character's Attitude Towards the product

47.4% of the respondents answered that they liked or strongly liked the character associated with the recalled product based on the 5-point Likert-scale (strongly dislike-strongly like), and almost an equal number of respondents showed a neutral attitude, only 4.6% respondents held negative views toward the associated character, among these 7 people, only one female answered strong dislike.

As to what extent the respondents felt attached to the character associated with the recalled product, the responses on the 5-point Likert-scale (not close at all-very close) divided as fairly equally as follows: 32.9% answered “not sure”, 31.5% felt close, and 45.5% did not feel close to the characters.

In regards of characters’ attitude towards the product, over half (54.6%) of the respondents thought characters showed positive or very positive attitude towards the products, and only 9 (6%) respondents believed that characters’ attitude towards the product was very negative. Among these 9 cases, 2 respondents also changed their attitude towards the product negatively. One changed from dislike to strongly dislike, while the other change from like to dislike.

As for factors concerning the amount and type of information presented by PPL, Table 8 shows their mean values. All these factors were measured by the 5-point Likert-scale.

Table 8. Consumers’ Perceptions of The Recalled Products (N=152)

	Mean	SD
Product importance	2.94	.99
Frequency of appearance	2.97	1.14
Product image	3.57	.90
Product shown in use	3.22	1.02
Brand familiarity	3.27	.97
Skepticism	3.43	1.15

The results showed that 35.6% of the recalled products were considered not important to the program content (30.3% unimportant, 5.3% very unimportant). By contrast, 29.6% were considered important (24.3% important, 5.3% very important). About 40% respondents felt the recalled products often appeared within the program, but only 5.3% of the total sample answered very frequently.

The results also showed that most of these recalled products appeared in the program through positive images, although many of them were not shown in use by characters. The skeptical level towards the commercial purposes of the recalled products was quite high. More than half of the recalled products (54.6%) were suspected to be

placements sold to brands, although there were still 30% cases were considered not for commercial purposes (6 cases were believed not product placement at all).

In order to measure consumers' attitude towards PPL brands, respondents were asked to evaluate their attitude towards the product before and after watching the program separately, both by using a 5-point Likert-scale(strongly dislike-strongly like), the mean values were presented in Table 9.

Table 9. Consumers' attitude towards recalled products (N=152)

	Mean	SD
Attitude before watching the program	3.31	.59
Attitude after watching the program	3.50	.72

There was an increase in the mean value of consumers' attitude towards the product before and after watching the program. After watching the program, the percentage of people who held positive attitude towards the brand rose from 29.6% to 34.9% while the percentage of those who view the brand very positively changed from 2.6% to 9.2%.

5.2 Brand Consciousness

The brand consciousness was measured by asking the respondents how much they agree or disagree five statements about brand and brand using, all based on a 5-point Likert-scale(strongly disagree-strongly agree). A summated scales was created by combing the five items together, and reliability of the summated scales was checked.

A standard brand consciousness score (Mean=18.59; SD=2.77) was built based on the summated scale. The scores of the summated scale ranged from 12 to 25. Respondents whose score were above the mean of 18.59 or higher were characterized as high brand consciousness while those who scored lower were considered low brand consciousness.

Reliability of the scale was measured by using Cronbach's alpha coefficient. Cronbach's Alpha indicates the average correlation among a group of variables. "It ensures that all the items that make up the scale are all measuring the same underlying attribute"(Pallant,2010:6). Values of Cronbach's Alpha can range from 0

to 1, values above .70 are considered acceptable while values above .6 are marginal. However, when a scale consists of a small number of items (fewer than 10), the Cronbach's Alpha sometimes can be small. In this situation, it is suggested that the mean inter-item correlation should be reported. A mean inter-item correlation value between .2 and .4 is recommended. (Briggs and Cheek,1986, cited by Pallant,2010:7). Reliability analysis revealed a Cronbach's alpha of .637 of the five items measuring brand consciousness, which suggested a good internal consistency among the five items.

5.3 Attitude towards PPL Practices

There were a total of 19 items describing PPL practices in television programs. A factor analysis was conducted in order to narrowing them down so that a few representative factors could be identified to capture consumers' attitude towards PPL practices in television programs.

5.3.1 Factor Analysis

Factor analysis technique is widely used by researchers collecting data through tests and scales. It could be used to reduce a large number of related variables to a smaller number, and then use these variables to conduct multivariate analysis or multiple regression (Pallant, 2010:172). The principle component analysis technique is used to transform the original variables into a smaller number of linear combinations, with all of the variance in the variables being used (Pallant,2010:172).

First, whether the data was suitable for factor analysis was checked. When considering whether the data is suitable for factor analysis, the first thing that needs to be thought carefully is the sample size. It is suggested that the larger the sample the better. It is believed by scholars that small simple size cannot be used to generate the results because the correlation coefficient among the variables is unreliable and may change from individual to individual. However, some authors suggest that it is the ratio of respondents and the items influence the reliability. The overall sample size of this study was 152, and the number of variables was 19, which meet two

criteria: an ideal overall sample size of over 150 and a ratio of at least five cases for each of the variables. (Pallant,2010:185). The mean values and standard deviation of each attitude items can be seen in Appendix 4.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) value was .738, which was above .6, the suggested minimum value for a good factor analysis (Tabachnick & Fidell,2007), and the Bartlett's test was significant ($p=.000$). The Correlation Matrix table also demonstrated some correlation coefficients of .3 and above. Therefore, the data was appropriate for factor analysis.

Then, a factor analysis was run based on 19 attitude items by using principle component analysis (PCA) and Direct Oblimin Rotation. Direct Oblimin Rotation was chosen because it does not assume that the factors are independent. PCA generated six factors with eigenvalues exceeding 1, and these six factors explained 62.14% of all the variables. However, two factors had only one item whose loading was above .30..

Therefore, a parallel analysis was conducted to help determine the number of factors to be retained. By using the statistical program developed by Marley Watkins (2002), a four factor solution was suggested through comparing the eigenvalue of each item with the average eigenvalues for 100 sets of randomly generate samples that have the same number of variables and subjects. If the eigenvalue generated by SPSS were larger than the random eigenvalue, the factor should be retained. Table 10 shows the comparison of the criterion value generated by the programs and PCA.

Table 10. Parallel analysis

Number of variance : 19 Number of subjects: 152 Number of replications: 100				
component	Random Eigenvalue	S.D	Eigenvalue generated by SPSS	Decision
1	1.6882	.0705	4.189	Retain
2	1.5402	.0505	2.335	Retain
3	1.4449	.0435	1.629	Retain
4	1.3493	.0420	1.378	Retain
5	1.2839	.0378	1.196	Reject
6	1.2118	.0348	1.080	Reject

The final result was a four-factor solution with 14 items maintained (see the loading of each item in Table 11). An item was judged to load on a factor if its loading on that factor was above $|\cdot 50|$. Items loaded on more than one factors were excluded until a clear factor structure was generated. These four factors together accounted for 50.16% of all the variables.

The first factor was labelled *PPL Objection*. It accounted for 22.05% of the variance, and contained 5 items, all relating to practices against PPL in television programs. Factor 2 contained 3 items concerning people's attitude towards brands appeared in television programs, such as whether they get new brand information from PPL, would they buy brands of PPL. Factor 2 was thus labelled as *PPL Learning*. It explained 12.30% of the variance. Factor 3 was labelled *PPL Purpose*, it contained 4 items concerning the aim of PPL, such as under what conditions PPL were appropriate (i.e. for plot, for making the program more realistic, should not be too intensive), whether they saw PPL as disguised commercial. PPL Purposes accounted for 8.57% of the variance. The last factor contributed 7.25% of the total variance. It consisted of two items concerning sensitive product, and was entitled as *Ethical Issues*.

Table 11. Factor loadings of the attitudinal items

	Factor 1	Factor 2	Factor 3	Factor 4
14. The placements of branded products in tv programs should be complete banned.	.74			
7. I would avoid watching a tv program if I knew beforehand than brands are placed in the show.	.70			
8. I would prefer to watch a tv program without product placement.	.67			
9*.I do not mind if brand-named products appear in tv programs.	.62			
12*.I do not mind if television producers receive money from manufactures for placing their brands in tv programs.	.60			
23. I buy brands I see characters using or holding in tv programs.		.78		
22. I have learned about some brand-name products through tv programs.		.75		
11. The presence of brand-name products in tv programs makes them more realistic.		.68		
21. I consider product placement as “commercials in disguise”.			.70	
20.Tv programs should contain only those brand-name products that are closely related to the storyline.			.63	
19.Tv programs should contain only those brand-name products that are essential to the program’ realism.			.52	
18. Tv programs should not give too much importance to a particular brand (i.e. Showing the brand vert frequently or using too much time).			.50	
15. Brand-name tobacco and alcohol products should only be allowed in programs that kids are not allowed to see.				.69
17. Brand-name tobacco and alcohol products are not acceptable in tv comedy.				.67

**the item was negatively worded and had been reversed*

5.3.2 Reliability of Scales

Based on the result of factor analysis, the items were combined into four summated scales. Following the suggestion given by Hair et al.(2005:138), each item was taken the average in the summated scales so that the researcher can have total control over the calculation.

Table 12. Reliability of Scales for Measuring Attitude towards PPL

Scale	No. Of Items	Cronbach's Alpha	Mean	Mean Inter-item
PPL Objection	5	.730	14.41	
PPL Learning	3	.692	9.57	
PPL Purposes	4	.636	15.34	.298
Ethical Issues	2	.390	7.03	.243

Table 12 summaries the reliability of scales. The values for the first two scales were around .7, which were appropriate. The internal consistency for items that make up each factor was measured by Cronbach's coefficient Alpha. The third scale, PPL Purpose, had a marginal Cronbach's Alpha value (.636), considering that many articles also use .6 as the cut-off value, it was also considered acceptable. The fourth scale, Ethical, had a low Cronbach's Alpha. Since Cronbach's alpha coefficient was quite sensitive to the number of items in the scale, especially when there are less than ten items (Pallant, 2010:95). In this case, the value of mean inter-item could be used to judging. According to Briggs and Cheek (1986, cited from Pallant,2010:95), an optimal range for the inter-item correlation is from .2 to .4. The mean inter-item of the fourth scale was .243, which also showed internal consistency.

5.3.3 Correlation between Factors of Attitude towards PPL Practices

A Pearson product-moment correlation analysis was conducted to check the direction of the relationships among the four factors since they were interval variables.

The result showed both positive and negative correlations between the factors, and most of the correlations were statistically significant. Table 13 shows the results. The

strength of relationships between the factors were interpreted based on Cohen's (1998, cited from Pallant, 2010:132) suggestion that $r=.10$ to $.29$ indicates small strength, $r=.30$ to $.49$ indicates medium strength, while $r=.50$ to 1.0 means large strength correlation.

Table 13. Correlation between Factors

	PPL Objection	PPL Learning	PPL Purpose	Ethical issues
PPL Objection	1.000			
PPL Learning	-.248**	1.000		
PPL Purpose	.341**	-.171*	1.000	
Ethical issues	.199*	-.035	.258**	1.000

** correlation is significant at the 0.01 level (2-tailed).

*correlation is significant at the 0.05 level (2-tailed)

There were small but significant negative correlations between *PPL Learning* and *PPL Objection* and *PPL Purpose*. The more positive consumers were towards the learning components (buying brands that are featured, learning about brands, perceiving the use of brands as realistic in the show), the less they agreed with the negative attitude that was captured by the other factors. Or the other way around, the more they agreed with the negative attitude towards using PPL, the less they against PPL inclusion in the programs. Thus the negative correlation makes sense.

A moderate correlation was found between *PPL Objection* and *PPL Purpose* ($r=.341$), this suggested that people who object to PPL practices were also more strict with the purposes behind PPL.

Small positive correlations were found between *PPL Objection* and *Ethical Issues* ($r=.199$), as well as between *PPL Purpose* and *Ethical Issues* ($r=.258$). This indicated that the more people disprove to PPL practices or are strict with the purposes of PPL, the more people tend to think that ethically charged products, such as alcohol and cigarette, should not be put in comedy or programs children may watch.

In further analyses, attitude towards PPL practices referred to *PPL Objection*, *PPL Learning*, *PPL Purpose*, and *Ethical Issues*.

5.4 Attitude towards PPL Brands

As shown in the research framework, in terms of consumers' attitude towards PPL brands, both consumers' attitude after watching programs and consumers' brand attitude change were taken into consideration. A paired-sample t-test and four regression analyses were performed in order to find out how different factors can help explain consumers' attitude towards PPL brands after watching programs. In the following part, the results are presented.

First, a paired-sample t-test was conducted to check whether consumers significantly changed their attitude towards products that were actually placed in television programs. It was performed because many previous studies do not find significant change in attitude.

Paired-sample t-test suites for situations when researchers have only one group of sample but collected data on two different occasions or under two different conditions (Pallant,2010:236). Although the data were not collected separately in this study, it was thought appropriate to use this technique since the questions concerning attitude in different times. Paired-sample t-test requires randomly selected sample, and normally distributed data. However, when there are more than 30 observations (Pallant,2010:236) and the data are normally distribute, a non-random sample is acceptable.

When answering the questionnaire, respondents were asked to evaluate their attitude towards the recalled products or brands before and after watching the program. In order to reduce the possibility that respondents might be led by the order of questions, questions regarding attitude towards the recalled products or brands before and after watching the programs were not in placed adjacent.

Table 14. Paired-Sample T-Test for Consumers' Attitude Change

	Paired difference					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error	95% Confidence Interval of the Difference				
				Lower	Upper			
Attitude Before -Attitude After	-.191	.678	.055	-.299	-.082	-3.468	151	.001

The result indicated a significant change in respondents' attitude towards recalled products before watching the program (Mean=3.31, SD=.589) and after watching the program (Mean=3.50, SD=.719, $t(151)=-3.468$, $p<.05$ two-tailed). The mean increase was .191, with a 95 per cent confidence interval stretching from a Lower bound of -.299 to an Upper Bound of -.082. The eta squared statistic (.07) indicated a moderate effect size.

Given the fact that this study depended on recall and memory, the positive brand attitude change was not surprising. However, in this study it was not possible to include a before-after measurement. In this case, consumers' brand attitude change was measured by comparing the differences between attitude towards the product after watching the programs and before watching the program.

5.4.1 Consumers' Attitude towards PPL Brands after Watching Programs

A regression analysis was performed to test **H1a** and **H2a** by using brand consciousness, attitude towards PPL practices, and demographic factors as independent variables. The two hypotheses were proposed as the following:

H1a: *Attitude towards PPL practices significantly affects consumers' attitude towards PPL brands.*

H2a: *Brand consciousness significantly affects consumers' attitude towards PPL brands.*

The results are showed in Table 15.

Table 15. Regression Analysis on PPL Brand Attitude (1)

	Attitude towards PPL Brands	
	B(SE)	Beta
Age	-.099(.074)	-.107
Gender	.002(.112)	.001
Education	.000(.070)	.000
PPL Objection	-.024(.020)	-.105
PPL Learning	.123(.027)	.362**
PPL Purpose	.010(.027)	.034
Ethical Issues	.020(.038)	.042
Brand Consciousness	.019(.021)	.071

Note: $N=152$

$F(8,143)=4.50, p=.000, R^2=.201, Adjusted R^2=.156$

**significant at the 0.01 level (2-tailed).

*significant at the 0.05 level (2-tailed)

When using brand consciousness, attitude towards PPL practices, and demographic factors to explain consumers' attitude towards PPL brands after watching the programs, the results showed that the only variable that made significant contribution was *PPL Learning* (see Table 15). Viewers who stated that they learned from PPL and thought that PPL enhance the realistic of programs were also have a more positive attitude towards the recalled products after watching the program (Beta=.362, p(two-tailed)=.000). Age and education background showed negative effect on consumers' attitude towards recalled PPL brands, although their effect were not significant. Therefore, H1a is partially supported, and H2a is rejected.

When using the 11 single-item measured factors as independent variables to predict consumers' attitude towards PPL brands after watching the programs, first, by comparing the Mahalanobis distance value of each case and the criteria value suggested by Tabachnich and Fidell (2007, Table C.4), three cases (ID: 105, 57, 66) were identified as outliers and excluded from the analyses.

There were three independent variables showed significant contributions (see Table 16), they were Character Liking (Beta=.238, p(two-tailed)=.002), Attachment to Character (Beta=.153, p(two-tailed)=.025), and Character's Attitude towards the Product (Beta=.181, p(two-tailed)=.043). Besides, Importance of Product (Beta=.164) and Brand Familiarity (Beta=.112) also had positive Beta values, even though they were insignificant. The results indicated that when viewers like the character associated with PPL, feel close to the character, and when the character showed a positive attitude toward the brand, viewers are also likely to have a positive attitude towards the brand.

Table 16. Regression Analysis on PPL Brand Attitude (2)

	Attitude towards PPL Brands	
	B(SE)	Beta
Watching length	.072(.059)	.088
Character liking	.219(.068)	.238*
Attachment to character	.099(.044)	.153*
Character's attitude towards the product	.163(.080)	.181*
Product importance	.121(.066)	.164
Frequency of appearance	-.006(.051)	-.010
Product image	.077(.077)	.094
Product shown in use	-.002(.053)	-.003
Brand familiarity	.086(.053)	.112
Skepticism	-.059(.042)	-.094
Program liking	.079(.073)	.089

Note: N=149

$F(11,137)=9.63, p=.000, R^2=.436, \text{Adjusted } R^2=.391$

**significant at the 0.01 level (2-tailed).

*significant at the 0.05 level (2-tailed)

5.4.2 Consumers' Brand Attitude Change

Since t-test indicated that there was significant brand attitude change towards the recalled PPL brands, another regression analysis was conducted to test **H1b** and **H2b** to see how different variables contribute to consumers' brand attitude change.

The two hypotheses were presented as the following:

H1b: *Attitude towards PPL practices significantly affects consumers' attitude change towards PPL brands.*

H2b: *Brand consciousness significantly affects consumers' attitude change towards PPL brands.*

The results of the regression analysis are presented in Table 17.

Table 17. Regression Analysis on PPL Brand Attitude Change (1)

	Brand Attitude Change	
	B(SE)	Beta
Age	-.145(.074)	-.166*
Gender	-.023(.112)	-.017
Education	-.099(.070)	-.116
PPL Objection	-.018(.019)	-.081
PPL Learning	.036(.027)	.113
PPL Purpose	-.005(.027)	-.019
Ethical Issues	-.017(.038)	-.037
Brand Consciousness	.039(.021)	.161

Note: $N=152$

$F(8,143)=2.15, p=.035, R^2=.107, Adjusted R^2=.057$

**significant at the 0.01 level (2-tailed).

*significant at the 0.05 level (2-tailed)

The results of regression analysis on brand attitude change (see Table 17) suggested that brand consciousness and the four identified factors which represented attitude towards PPL practices made no significant effect. Even though the results indicated that the effects of PPL Learning (Beta=.113) and Brand Consciousness (Beta=.161) were positive, these effects were insignificant. Age (Beta=-.166, $p(\text{two-tailed})=.050$), among the three demographic variables, had a significant but negative effect on consumers' brand attitude change. It indicated that older viewers are less likely to change their attitude towards PPL brands than their younger counterparts. H1b and H2b are both rejected.

Another regression analysis which used 11 other factors to help explain consumers' brand attitude change (see Table 18) also had 149 cases (cases ID: 105, 57, 66 were outliers). The results showed that Watching Length (Beta=.175, p(two-tailed)=.036) affected consumers' brand attitude change positively, and Product Familiarity (Beta=-.215, p(two-tailed)=.007) affected it negatively. The results suggested that the longer consumers watch a program, the more likely he or she would change attitude towards PPL brands, just as predicted.

On the other hand, the negative influence suggested that the more viewers feel familiar with the brand, the less likely they would change their attitude positively. Additionally, skepticism towards PPL also showed a relatively high negative affect to brand attitude change, although it was not significant.

Table 18. Regression Analysis on PPL Brand Attitude Change (2)

	Brand Attitude Change	
	B(SE)	Beta
Watching length	.137(.065)	.175*
Character liking	.089(.075)	.101
Attachment to character	.075(.048)	.121
Character's attitude towards the product	.017(.088)	.020
Product importance	.108(.073)	.153
Frequency of appearance	.019(.056)	.031
Product image	.088(.084)	.111
Product shown in use	-.022(.058)	-.031
Brand familiarity	-.158(.058)	-.215*
Skepticism	-.064(.046)	-.107
Program liking	.077(.080)	.090

Note: N=149

F(11,137)=4.47, p=.000, R²=.264, Adjusted R²=.205

**significant at the 0.01 level (2-tailed).

*significant at the 0.05 level (2-tailed)

5.5 Other Testing of Hypotheses

Since H1a, H1b, H2a, and H2b have been tested by using regression analysis, in this section, the other hypotheses are tested and their results are presented.

H2c was about the relationship between consumers' brand consciousness and attitude towards PPL practices. Previous research shows high brand consciousness adolescents tend to like PPL more than their low brand-consciousness counterparts (Nelson and McLeod, 2005). In this study, after identifying the four factors contributing to consumers' attitude towards PPL, the author decided to further explore the influence of brand consciousness on these four factors. H2c was described as the following:

H2c: *Brand consciousness is positively related to the attitude towards PPL Practices.*

In order to examine the hypothesis, a one-way between-groups multivariate analysis of variance (MANOVA) was performed to test whether consumers with different brand consciousness levels were different in all the 4 factors for measuring general attitude towards PPL.

As mentioned before, respondents were divided into two groups by comparing the score of brand consciousness of each person with the mean value (18.59) of brand consciousness scales. These two groups were: High brand consciousness (with value ≥ 18.59), and Low brand consciousness (with value < 18.59).

All the assumptions of MANOVA test, including normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices, and multicollinearity, were checked, and none of the assumptions was violated.

The results (see Table 19) showed that there was a statistically significant difference between high brand consciousness consumers and low brand consciousness consumers on the combined four factors, $F(4,147)=4.08$, $p=.004$, Wilks' Lambda was .900, partial eta squared=.100.

Table 19. Testing for Hypothesis H2c. (MANOVA)

Combined dependent variables							
Effect		df	Error df	F	Sig.	Partial eta squared	
Brand consciousness		4	147	4.082	.004	.100	
Test of between-subjects effects							
Brand consciousness		Mean	SD	Levene's Test p-value	F	Sig.	Partial eta squared
Attitude towards PPL	Low	14.806	.364	.533	2.192	.141	.014
	High	14.062	.345				
PPL Learning Purpose Ethical Issues	Low	9.028	.243	.395	9.529	.002	.060
	High	10.062	.231				
	Low	15.069	.279				
	High	15.588	.265				
	Low	6.917	.179	.331	.799	.373	.005
	High	7.137	.170				

However, when took between-subjects effects into account, by using a Bonferroni adjusted alpha level of .0125, the only statistically significant differences laid on Factor 2, which was labelled PPL Learning, $F(1, 150)=9.53$, $p=.002$, with a partial eta squared=.060. A further inspection of the mean scores indicated that high brand consciousness consumers tend to get more brand knowledge from PPL (Mean=10.06, SD=.23) than those with lower brand consciousness (Mean=9.03, SD=.24). This finding was consistent with the assumption. Therefore, based on the results, H2c is partially supported.

In addition, although consumers with different brand consciousness level were not significantly different in other three factors, the mean values between these two groups on the other three factors also reflected some connections. For example, consumers with high brand consciousness were less against PPL, but at the same time, they tend to be stricter to situations in which PPL could be put in programs, and were also ethically concerned.

The third hypothesis was referring to brand familiarity. It assumed:

H3: *Consumers are more likely to change their attitude toward unfamiliar brands.*

First, respondent were divided into two different groups judging by their scores in the statement “The brand is already well known to me before watching the program” (using a 5-points scale, 1=strongly disagree, 5=strongly agree). Respondents whose score was higher than 3 were categorized into Group 1 (familiar with the brand), and those with score equal or lower than 3 were categorized into Group 2 (not familiar with the brand). Additionally, a new categorical variable (Brand Attitude Change Grouping) was created to identify brand attitude change. If there was any change on one’s brand attitude, no matter positive or negative, the respondent was considered in one group, and other respondents whose answers showed no brand attitude change at all was in a different group.

Table 20. Correlation Analysis for Hypothesis H3

	Value	df	Asymp. Sig. (2-sided)
Continuity Correction	.873	1	.350

Chi-square test was used to examine the relationship between the two variables. Table 20 shows the result. The result suggested that the assumption of Chi-Square test was not violated, and all of the cells had expected count no less than 21.16. Continuity Correction value, which is used to evaluate the associated significant level of 2 by 2 table, was .873, with $p=.350$, indicating no significant relationship between the level of product familiarity and brand attitude change. The phi coefficient value of $-.090$, suggested a small effect size, according to Cohen’s (1998, cited in SG:217) criteria of .10 for small effect.

This result was inconsistent with the result of multivariate regression on consumers’ brand attitude change, in which product familiarity showed significant contribution to consumers’ brand attitude change. However, the reason might be that, the dependent variable in regression analysis, Consumers’ Brand Attitude Change, was a continuous variable, so the results of regression analysis (Table 18) indicated that consumers who

were familiar with the brand were less likely to change their brand attitude positively. On the other hand, the variable used in this test (Brand Attitude Change.Grouping) was a categorical one, it only captured whether consumers change their brand attitude or not, therefore, the result suggested that whether consumers change their brand attitude or not has no significant relationship to product familiarity. Therefore, hypothesis 3 is also rejected.

The fourth hypothesis was about the influence of watching length on consumers' brand attitude change. As a variable reflected one of the big differences between PPL in television programs and in films, it had showed significant influence in regression analysis in explaining consumers brand attitude change. Hypothesis 4 was presented as the following:

H4: *Watching length has a positive relationship with consumers' attitude change towards PPL brands.*

A one-way between groups analysis of variance (ANOVA) was conducted to explore the impact of watching length in consumers' brand attitude change. There were three groups of respondents (Group 1: with watching length less than a year; Group 2: with one year watching; and Group 3: with watching length for over a year).

Table 21. Testing for Hypothesis H4: One-way ANOVA.

	Watching length	N	Mean	SD	95% Confidence Interval		Levene's Test	F	Between groups Sig.
					Lower	Upper	p-value		
Brand attitude change	< 1 year	42	-.10	.617	-.288	.097	3.129*	6.374	.002
	= 1 year	26	-.15	.543	-.066	.373			
	> 1 year	84	.33	.703	.193	.497			

* indicated Sig.<0.05

Table 22. Testing for Hypothesis H4: Post Hoc Tests (Multiple Comparisons)

Brand attitude change		Mean Difference	p-value	95% Confidence Interval	
				Lower	Upper
< 1 year	= 1 year	-.249	.283	-.636	.138
	> 1 year	-.440*	.001	-.734	-.147
= 1 year	< 1 year	.249	.283	-.138	.636
	> 1 year	-.191	.397	-.540	.157
> 1 year	< 1 year	.440*	.001	.147	.734
	= 1 year	.191	.397	-.157	.540

**the mean difference is significant at the 0.05 level*

Although the significant level for Levene's Test ($p=.047$) indicated that the assumption of homogeneity had been slightly violated, considering this significant value was marginal, this study did not combine Group 1 and Group 2 further. The robust tests of equality of means also supported this decision (Brown-Forsythe= 7.384 , $p=.001$). According to the result, the scores for brand attitude change of the three age groups were statistically different at the .05 level, $F(2, 149)=6.4$, $p=.002$. The eta squared value was .08, which suggested a medium effect size. Post-hoc multiple comparisons using the Tukey HSD was performed to further test where the significant differences were, and the result (see Table 22) indicated that the mean score for Group 1 (Mean= $-.10$, $SD=.62$) was significantly different from Group 3 (Mean= $.33$, $SD=.70$).

The result suggested that audience who kept watching the program for more than a year were statistically different in their brand attitude change from the audience who watched the program for less a year. The mean value for brand attitude change also suggested that the longer one watched a program, the greater his or her brand attitude change was. Therefore, hypothesis 4 is also supported.

The last hypothesis was about the connection between program genre and the recalled PPL types. As it has preliminary discussed in the descriptive statistics part, some products seemed to be recalled more frequently in certain program genres. Although this was not the main research aim of this study, some further test was made to

explore their relationships. This was due to the assumption that program genre may influence consumers' judgment about the fitness between PPL and programs, and may further influence their brand attitude (Park and Berger, 2010; Homer, 2009; Furnham, et al., 2002; Murry et al., 1992). Hypothesis 5 was presented as the following:

H5: *There are differences in recall of PPL brands between program genres.*

In order to find out whether there was some connection between program genre and the most frequently recalled product or brand within it, a Chi-Square test for independence was used to examine the relationship between these two categorical variables. However, this technique assumes the lowest frequency in any cell should be no less than 5 (Pallant, 2010:214). A less stringent criterion is that at least 80 per cent of all cells should have an expected frequency of 5 or higher (Pallant, 2010:214).

In order to meet the criteria, only three of the most welcomed program types (tv drama, tv comedy, and tv crime show) were remained, as well as four most frequently recalled product or brand categories (computers, autos, clothes, and cellphones) were kept for the test. Therefore, a total of 93 cases remained for the final Chi-Square test, the result was presented in Table 23. The result indicated that there was only one cell (8.3%) had expected count less than 5, which ensured the assumption of Chi-Square test was not violated. And for each cell, the minimum expected count is 3.84.

The result indicated there was a significant relationship between the three program genres and the recalled product types, with a Pearson Chi-Square value of 18.38, and the associated significant level of .005. Cramer' V for Chi-Square test was .31, which suggested a medium, but close to large effect size, based on Cohen(1988)'s critical value (medium=.21, large=.35). Hypothesis 5 is supported by the results.

Table 23. Program Genre and Recalled Product Type Cross-Tabulation

		Recalled product type				Total (%within program genre)
		Computers (%within total count)	Cellphones (%within total count)	Clothes (%within total count)	Autos (%within total count)	
Program genre	TV drama	8 (8.6%)	6 (6.5)	14 (15.1%)	7 (7.5%)	35 (37.6%)
	TV comedy	15 (16.1%)	6 (6.5%)	10 (10.8%)	6 (6.5%)	37 (39.8%)
	TV crime show	5 (5.4%)	5 (5.4%)	0 (.0%)	11 (11.8%)	21 (22.6%)
Total(%within product types)		28 (30.1%)	17 (18.3%)	24 (25.8%)	24 (25.8%)	93 (100%)

Although it was still unclear whether the association of certain product types and program genre would affect consumers' brand attitude change towards the PPL brands, the results proved that at least the two variables have some significant relationship. The result reflected the connections between the program genres and recalled product or brand types. For instance, computers were more likely to be remembered in TV comedy, while clothes in drama, and autos in crime show. And the possibility for cellphones to be recalled was almost equal in all three program types.

Table 24 summarizes the results of hypotheses testing.

Table 24. Results of All Hypotheses

Hypotheses	Results
H1a: <i>Attitude towards PPL practices significantly affects consumers' attitude towards PPL brands.</i>	partially supported
H1b: <i>Attitude towards PPL practices significantly affects consumers' attitude change towards PPL brands.</i>	rejected
H2a: <i>Brand consciousness significantly affects consumers' attitude towards PPL brands.</i>	rejected
H2b: <i>Brand consciousness significantly affects consumers' attitude change towards PPL brands.</i>	rejected
H2c: <i>Brand consciousness is positively related to the attitude towards PPL practices.</i>	partially supported
H3: <i>Consumers are more likely to change their attitude toward unfamiliar brands.</i>	rejected
H4: <i>Watching length has a positive relationship with consumers' attitude change towards PPL brands.</i>	supported
H5: <i>There are difference in recall of PPL brands between Program genres.</i>	supported

5.6 Other Findings

When analyzing the data, some other findings were noted. The following part presents these findings briefly.

5.6.1 Brand Attitude Change and Purchase Desire

In the questionnaire, there was also a question asking whether the respondent felt more desire to buy the brand or product they recalled from the program. Since it was noticed that the data for "Purchase Desire" was distributed almost normally, which means some respondents tended not to buy the recalled product or brand while others felt more desire to own them. An independent-sample t-test was used in order

to further examine whether the change in purchase desire was connected to the change of brand attitude. Respondents were divided into two groups based on how their attitude towards recalled products or brands change. The first group consisted with 35 respondents who had a relatively positive attitude change, the mean value for their purchase desire was 3.77 (SD=.77), while the second group, which was consisted with 117 respondents whose attitude had no change or changed negatively, the mean value for this group was 2.94 (SD=.86). Table 25 shows the results.

Table 25. Brand Attitude Change and Purchase Desire

Brand attitude change		N	Mean	SD	Levene's Test p-value	t-value
Purchase desire	Positive	35	3.77	.770	.660	-5.11*
	Not positive	117	2.94	.864		

*means Sig.(two-tailed)<0.05

Independent-sample t-test $t(150)=-5.11$, Sig.(two-tailed)=.000. The magnitude of the difference in the means (mean difference=-.83, with 95% CI ranged from a Lower of -1.15 to an Upper of -.51) was large (eta square=.225). This meant positive brand attitude change was significantly related to the willingness to purchase the brand, while negative attitude change associated with less purchase desire.

5.6.2 Influence of Demographic Factors

Demographic variables, age, gender, and education level were used to further examine their relationships with consumers' attitude towards PPL in television programs.

With respect to consumers' attitude towards PPL practices, no significant differences between different genders as well as between each education levels were found. However, respondents from different age groups showed some differences in their attitude towards PPL practices.

According to the results of the MANOVA test, people from different age groups were significantly different in their attitude towards the four combined attitude factors, PPL Objection, PPL Learning, PPL Purpose and Ethical Issues, at the 0.05 significant level (see Table 26). All the preliminary assumptions of MANOVA test were checked with no serious violations noted. The value of Wilks' Lambda was .834, $F(16, 440)=1.69$, $p=.046$, $\eta^2=.044$.

When the results were considered separately, using a Bonferroni adjusted alpha level of .0125 as the criteria value, the only statistically significant difference was on PPL Purpose, $F(4,147)=3.66$, $p=.007$, partial $\eta^2=.091$.

Table 26. Age Differences in Attitude towards PPL Practices Combined dependent variables

Effect	df	Error df	F	Sig.	Partial eta squared
Attitude towards PPL Practices	16	440	1.69	.046	.044

Test of between-subjects effects

AGE	Levene's Test p-value	F	Sig.	Partial eta squared	
Attitude towards PPL Practices	PPL Objection	.203	2.48	.047	.063
	PPL Learning	.377	1.96	.104	.051
	PPL Purpose	.302	3.66	.007	.091
	Ethical Issues	.913	1.38	.243	.036

An inspection on the mean scores suggested that respondents who are older in age have a more strict view on the purposes of PPL. They tend to think that PPL is appropriate only when it is necessary to the storyline or it can enhance the realism of the program, and they are more likely to see PPL as disguised commercials and against PPL if they were intensive (i.e. showing the product too frequently, or using too much time).

6. Discussion

In this chapter, the main findings are discussed based on the two research questions: 1) what is consumers' attitude towards PPL practices in television programs? and 2) how different factors affect consumers' attitude towards PPL brands? After a short summary, the theoretical contributions and managerial implications are discussed. The end of this chapter presents the limitations of this study and suggestions for further research.

6.1 Attitude towards PPL Practices in Television Programs

Based on 19 statements concerning PPL practices in television programs, a relatively positive attitude towards PPL in television programs was found by this study, as well as concerns about ethical issues. A total of four factors rose from the analysis on consumers' attitude towards PPL practices. These four factors were *PPL Objection*, *PPL Learning*, *PPL Purpose*, and *Ethical Issues*.

The first factor, *PPL Objection*, reflected how consumers view the practices that against PPL in television programs. In general, consumers have a positive attitude towards PPL practices in television programs. Although over half of the respondents claimed that they prefer television programs without PPL, only less than 20% said they would avoid watching a program if they knew beforehand that there are PPL embedded in. The majority of respondents do not mind to see branded-products appear in television programs, and agree that they prefer to see real brands rather than fictitious brands in television programs. In addition, over 80% respondents do not care whether program producers receive economic return for placing PPL in programs.

The second factor, *PPL Learning*, consisted of three attitude items, reflected how PPL contributes to influencing consumers' buying behavior, increasing their brand knowledge, and enhancing the perceived realism of programs. The results suggested that most people do get some branded information from PPL and think PPL makes the program more realistic, although only a few of people buy products they saw in programs.

The identification of the third factor, *PPL Purpose*, showed that for what purposes, the embedded PPL are considered acceptable by consumers. The mean values of items consisting this factor were quite high, suggested that people tend to see PPL as commercials in disguise, and think that PPL are more appropriate when they are embedded to complete the storyline or to improve realism. And almost all the respondents agree that it is not appropriate to demonstrate branded products too frequently or using too much time.

The fourth factor, *Ethical Issues*, showed that the differences in ethical statements divided respondents. This factor captured a relative strong attitude among consumers about putting ethically-charged products in different program genres.

The negative correlation between PPL Learning and other three attitude factors suggested people who can benefit from PPL tend to have a higher tolerance level about using PPL for commercial purposes.

The findings regarding consumers' attitude towards PPL practices in television programs indicated that:

1. Generally speaking, consumers show a supportive attitude towards PPL practices. Most people do not mind to see branded products in television programs, and prefer to see real brands rather than factitious ones. Although many people say they prefer television programs without PPL, only a very few would try to avoid programs with PPL and think that PPL should be completely banned. The general supportive attitude supports the studies of Karrh et al.(2001) and Gupta and Gould(1997).
2. Consumers learn from PPL, get information about brands or products, although things they learned from PPL may not actually lead to buying. This suggests that companies and advertisers can use PPL to build and maintain brand images, enhance brand awareness.
3. Consumers tend to think PPL that contribute to program content are appropriate, PPL that can associate with the storylines or can enhance realism of the programs

are welcomed by consumers. Meanwhile, intensive PPL are against by most people. This suggests that PPL, as a kind of embedded message, need to link to, but at the same time, being secondary to the main content.

4. Ethical concerns still exist and are with little sign of abating. Most people hold very strong opinions on protecting children from ethically-charged products (i.e. alcohol, guns, and cigarettes), which is in line with previous findings (Gupta and Gould, 1997; Karrh et al,2001).

Additionally, with respect to brand consciousness, the results of this study indicated that *Brand Consciousness* is significantly related to one of the four identified attitude factors, *PPL Learning*. The results showed that high brand consciousness consumers are more likely to learn about brands from PPL than less brand-conscious ones do. This result not only supports Nelson and McLeod's (2005) finding that high brand consciousness leads to high PPL liking in adolescent, but also indicates further that brand consciousness influences a certain aspect of attitude towards PPL.

Moreover, there are also individual differences in consumers' attitude towards PPL practices in television programs. Specifically, people who are older in age are more severe in attitude than their younger counterparts. Particularly, older people are different in their attitude about for what purposes the appearance of branded products are acceptable. On the other hand, gender, as well as educational level, showed no unique influence on PPL attitude.

6.2 Factors Influence Consumers' Attitude towards PPL Brands

The most important aim of this study was to find out how different factors affect consumers' attitude towards PPL brands as well as brand attitude change. Based on the belief that films and television programs are different in many aspects, and thus factors influence consumers' attitude towards the brands of PPL embedded in both context are also different, a research framework was built. The contribution of each variable in explaining consumers' brand attitude and brand attitude change was achieved by using multiple regression analysis. The results showed that some

variables, as predicted, can significantly affect consumers' attitude towards PPL brands, while some others are not. The following part discusses the results.

6.2.1 Factors Influence Attitude towards PPL Brands after Watching Programs

In respect to consumers' attitude towards PPL brands after watching the programs, the results suggested that *PPL Learning* and the three character-related factors: *Character Liking*, *Character's Attitude towards the Product*, and *Attachment to Character* significantly contribute to consumers' brand attitude after watching programs. This result provided support to Russell and Stern's (2006) finding about character's influence on consumers' attitude towards PPL in sitcom. Besides, the results also suggested that *PPL Learning* has significant positive contribution in predicting one's brand attitude after watching the programs. This means that people who can benefit or learn from PPL are more likely to have a positive attitude towards recalled PPL brands.

Other factors, such as *Brand Consciousness*, *Frequency of Appearance*, *Brand Familiarity*, *Program Liking*, *Product Importance*, *Product Image*, *Product Shown in Use*, and *Skepticism* showed insignificant influences. However, it is also suggested that due to the limitations of single-item measures, further study is needed. For example, skepticism, which measures to what extent consumers think the recalled product was placed for commercial purposes, showed a relatively high negative influence. This negative connection is compatible with Gupta et al.'s (2000) research suggesting that skepticism towards advertising will lead to lower attitude towards PPL. The influence of skepticism may worth further study.

6.2.2 Factors Influence Attitude Change towards PPL Brands

As to factors contribute to consumers' brand attitude change, *Watching Length*, *Brand Familiarity*, as well as *Age*, were significant influential factors. Among these three factors, *Watching Length* positively influenced brand attitude change while the other two factors had negative influences.

The significant positive influence of *Watching Length* on consumers' brand attitude change was considered one of the major findings of this study. Further test also suggested that there are significant differences in consumers' brand attitude change between those who watched the program less than a year and those who kept watching over a year. This finding provided proof for that PPL in films and in television programs should be studied separately. Most previous studies focus on the short-term memory effects of PPL in films (i.e. Gupta and Gould,1997; Karrh,1994; Nelson 2002), and seldom find significant brand attitude changes. For example, according to Park and Berger (2010), consumers' brand attitude would not be influenced by how many times an individual watched a film. Therefore, the long-term effects of PPL maybe worth to research further.

As to *Brand Familiarity*, it showed different influences on consumers' attitude towards PPL brands after watching the program and brand attitude change. To be more specific, consumers with higher brand familiarity are more likely to view the recalled brands positively, but are less likely to change their brand attitude positively. This might be explained by theories concerning how people process information under low attention (Grimes,2006; Heath,2003). When people see unfamiliar brands, they are more likely to have a goal of learning and forming image for the brand (Campbell and Keller,2002),but when they see familiar brands, they are more likely to depend on existing knowledge and less interesting to learn new things. Further analysis also showed that whether consumers change their attitude towards the recalled brand had no significant relationship with brand familiarity. One possibility might be that when people process PPL information, they do it automatically, and "heuristics" factors, such as image, endorse characters, influence consumers' attitude more heavily (Grimes,2006). The findings regarding the influences of program characters on consumers' attitude towards PPL brands seem to support this explanation.

However, it came as a surprise that brand consciousness does not affect brand attitude change nor brand attitude after watching the programs significantly, since it

is thought high brand conscious consumers are also more susceptible to PPL (Nelson and McLeod,2005). Although it was found that consumers with high brand consciousness had higher scores in PPL Learning, there was no evidence that it could also lead to significant attitude change. This might be explained by that the change in brand attitude is a slow procedure, although brand consciousness may have some connections with brand attitude change, it is hardly the determinative one, and other factors might play more important roles in this process.

Additionally, the results of multiple regression analysis of this study suggested that *Program Liking* has a positive but insignificant influence on consumers' brand attitude change. This finding is slightly different with Reijmersdal et al.'s(2010) research suggesting that consumers' high evaluations to the program contribute to their brand attitude change. This inconsistent might be explained from two aspects. First, Reijmersdal et al. (2010)'s research focuses on the information value of the program (i.e. cooking program, gardening program,etc), therefore, consumers may have more expectation on the brand information they got from the program. In contrast, this study focused on program with more entertainment (i.e. tv drama, tv comedy, etc.). Another explanation might be that most programs thought of by respondents were also liked by them, and thus little difference could be reflected by program liking. This was also another reason why no separate hypothesis was built on this point for further test, since all the recalled PPL brands were "successful" in some points.

6.3 Conclusions

The primary aim of this study was to examine how different variables influence consumers' attitude towards PPL brands in television programs. In addition, this study also tried to explore consumers' general attitude towards PPL practices. The results of this study provided insights on both perspectives. The following are some key conclusions.

1. Long term watching experience significantly contributes to the change of consumers' attitude towards PPL brands. This was considered one of the most

important results of this study. It provided evident that the longer one keeps watching a program, the more likely his or her attitude towards certain brand appeared in the program would change. Although there may not have conclusive scientific evidence of a cause-effect relationship, the data suggested that there is a significant correlation between higher watching length and positive attitude change towards PPL brands.

2. Program characters play important roles in influencing consumers' attitude towards PPL brands. The results of regression analysis revealed that Character Liking, Character's Attitude towards the Product, and Attachment to Character are all closely associated with attitude towards the brands after watching the programs. They are also among the most influential variables in predicting brand attitude change. This suggested that in the long term, with respect to building consumers' brand attitude, the influence of characters should not be ignored.

3. Brand consciousness is only positively related to PPL Learning significantly, it has little influence on PPL Objection, PPL Purpose, and Ethical Issues. Consumers' with high and low brand consciousness are only significantly different in PPL Learning. But there is no significant evidence that high brand consciousness consumers are also more likely to change their attitude towards PPL brands after watching the programs.

4. Brand consciousness and attitude towards PPL practices in general both have limited influence on consumers' attitude towards PPL brands. When using brand consciousness, PPL Objection, PPL Learning, PPL Purposes, and Ethical Issues to predict attitude towards PPL brands after watching the programs, PPL Learning is the only variable that made significant contribution. And none of these five factors is significant in influencing consumers' brand attitude change.

5. There is some connection between program genre and the kind of product that are more likely to be recalled by consumers. Since the programs involved in this study were selected by respondents, no content analysis was made. However, some tendency was found based on the answer of respondents. A few types of products were recalled differently in different program genres. Further test also suggested that the

correlation between certain program genres and the recalled product types was significant. For instance, clothes were almost all recalled from tv drama, and tv comedy, and food were more likely to be recalled from tv comedy. The high frequency of cars to be recalled in tv action drama was also noticeable. Besides, computers and cellphones were two of the most frequently recalled program types, and seemed to be recalled relatively equal in different genres of programs.

6.4 Theoretical Contributions

By integrating studies focusing on different aspects of PPL into one framework and testing how different variables influence consumers' attitude towards PPL brands, this study contributed to a few perspectives theoretically.

First, it provided support that consumers' general attitude towards PPL practices has an impact on consumers' attitude towards PPL brands. Previous research study them separately, although lots of scholars believe that these two variables are related, no empirical study had explored their relationship before. This study contributed in this point by associating these two study fields together. However, one thing should be noticed is that, even though consumers' general attitude towards PPL practices has an influence on their brand attitude, the only significant influential factor is PPL Learning, which is one of the four identified factors (the others are PPL Objection, PPL Purposes, and Ethical Issues to be more specific) of attitude towards PPL practices.

Secondly, this study provided support that PPL in films and in television programs should be treated differently. As a study focused on different program genres on one medium context, this study suggested that longer watching length significantly contributes to consumers' attitude change towards PPL brands. The longer one keeps watching a program, the more likely he or she may positively change attitude towards certain brands embedded in it. This finding provided indirect support for parasocial theory, and mere exposure effects.

Thirdly, expect for the influence of watching length, this study also suggested that program characters perform an important role in influencing consumers' brand attitude. It supported Russell and Stern (2006)'s finding that characters in sitcoms influence consumers in their attitude towards PPL brands through parasocial theory. Based on the result of this study, it was suggested that Russell and Stern (2006)'s findings can also be supplied in other genres of television programs. Thus, the finding about characters' influence can be supplied in a larger area.

Furthermore, this study examined the influence of brand consciousness on both consumers' attitude towards PPL practices in general and consumers' attitude towards PPL brands. It supported Nelson and McLeod's (2005) finding that brand consciousness can influence consumers' general attitude towards PPL, and suggested further that the influence is mainly on one of the four factors that were identified to represent attitude towards PPL, *Brand Learning*. It reflected that people with high brand consciousness are more welcome to see real brands in television programs, they can learn more about brands, and consider PPL enhance the realism of programs. The finding also suggested that brand consciousness only has significant influence on one aspect of attitude towards PPL, but it is no pivotal in the general attitude as well as the attitude towards PPL brands. It rejected Nelson and McLeod's(2005) guess that high brand consciousness consumers might be more susceptible to PPL.

Last but not least, even though program genre was not the main focus of this study, a correlation was found between program genre and the products recalled from it. The finding suggested that both factors have no big influence on consumers' attitude change towards PPL brands, which was not in line with Reijmersdal et al. (2010)'s finding, but it still provided new insight in the genre influence, since it revealed that program genre may influence what kind of products will be remembered more easily (i.e. Cars and crime drama, fast food and tv comedy, etc.)

6.5 Managerial Implications

Based on what have been found in this study, first, it is suggested that brands could form a synergistic alliance with program procedures and invest in long-term. If a product or brand appears from time to time in the programs that consumers are watching, their attitude towards the brand may change slightly with the growing watching time.

Another suggestion is that when deciding how brands appear in programs, brands should pay more attention on letting programs characters present positive attitude towards their products. Brands should also try to associate their products with the main characters or characters favored by consumers, and try to associate their products with the program content, since these are considered key influential factors in consumers' brand attitude change. In contrast, simply making brands appear on the screen or using brands as background may be less effective.

Besides, brands need to consider what kind of programs to invest more carefully. The results of empirical study suggested that some products are more easily to be recalled in certain program genres. For example, for car manufactures, tv crime drama, tv drama, and fantasy show might be better invest options than tv comedy. And for clothing brands, as well as for snacks and candy manufactures, tv drama and tv comedy are the best choices to put PPL. By comparison, computer and cellphone manufactures may have less concerns, because program genre seems to have little influence on the recall of their products.

Brands could use PPL as an approach to enhance brand awareness as well as to build brand image. Consumers do learn from PPL, not matter how they view PPL practices in general. Brands could use PPL to communicate with consumers, especially through characters' attitude towards the brand. However, intensive PPL (i.e. showing the products too frequently, or using too much time) should be avoided, since most consumers dislike it.

For studios and program producers, the good news is that most consumers are not object to PPL in television programs and welcome to see real brands. Meanwhile, less people consider “using PPL to influence consumers” as unethical practices. This means studios and producers can build co-operation with brands without worrying the resistance from consumers. Studios and producers can get investment or sponsorship from brands and enhance the realism of the programs at the same time. The co-operation between studios/producers and brands would be a win-win situation.

Despite all the potential benefits and convenience studios or producers may get from brands, PPL are not risk-free practices. Studios and program producers should make a point of putting ethically-charged products, such as alcohol and cigarette into programs, especially programs have children and teenagers as main audience groups. Because most consumers have strong opinions on any potential influence seeing these kinds of products on screen may bring about. With little sign of public concern abating, the moderate, and perhaps optional, approach would be to avoid PPL of ethically-charged products, and if necessary, use fictitious brands rather than real ones.

6.6 Limitations and Suggestions for Future Research

The study concentrated on exploring consumers' attitude towards PPL practices and factors affect consumers' attitude towards PPL brands. In measuring attitude change, most of previous studies are laboratory-based or memory based. They use careful edited clips or clips from selected programs, conduct content analysis first, and use brand recall and recognitions to examine consumers' perceptions and attitude. This study did not use particular programs, but only rely on consumers' memory. Respondents were asked to think about a program they are familiar with, and to provide information about PPL they recalled, although this may help to explore the similarities the successful PPL share, it may also lead to a few drawbacks.

First, in order to get data about consumers' attitude towards PPL brands in the long term, this study did not use particular programs, therefore how the placed

brands/products appear or heard cannot be controlled. Although factors associated with the programs such as program liking, strength of link between PPL and the program, watching frequency, watching length were involved in the study, they could not be controlled or analyzed in content. Other factors, such as the variety of brands appeared in the program, length the brands/products can be seen or heard, and whether competitor brands/products were in the same program was unknown and thus may influence the results.

Secondary, the data collected for measuring consumers' brand attitude change relied on information consumers provided. In other words, the data were based on consumers' memory. Even recall and memory are used by lots of research in PPL area, it is still questionable to what extent consumers' self-report on brand attitude is accurate and reliable. Respondents may mistake one brand with another. For example, consumers may remember the fancy cars the main characters drive in the crime show *White Collar*, but not sure the brand is Porsche or Lamborghini.

Additionally, the data were collected from an online forum. The source of data may have some influence on the characteristics of the respondents by restricting the possible respondents to young people who are comfort of using English, more involved with the programs, and those would like to spend time on searching online forums. Moreover, as respondents can decide whether to respond or not, the collected data may come from positive and active online forum members.

Future study could focus on certain television programs, record and do content analysis in PPL appear in them, and long-term research on how consumers' brand attitude change may be worthwhile. By ensuring all the subjects are watching the same program and receiving the same information, the interference of other uncontrollable issues could be minimized.

Research could also further investigate the relationship between program genre and PPL. Particularly, researchers could focus on certain brands invest in different kinds

of programs and keep tracking how these brands are recalled by consumers, and how consumers' attitude change.

In addition, it is also worthwhile to study how watching length contribute to consumers' attitude towards PPL brands exactly. Long term quantitative research and qualitative research can be both used to explore whether watching length influence consumer' attitude through enhancing the parasocial relationship between consumers and characters or through mere exposure effect? Addressing this question might help brands to invest more wisely.

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Appendix 1. Questionnaire Design

This survey contributes to a dissertation which aims to examine the attitudes of consumers towards Product Placement in television shows. The study is being carried out by an postgraduate student from Hanken School of Economics.

The concept of product placement means the inclusion of branded products or brand identifiers through audio and/or visual means, within television programs.

This survey is anonymous and the information collected will be treated as strictly confidential. The survey should take no more than 5 minutes to complete. There are no right or wrong answers, so please provide your response for each item that best matches your own perception or reaction. Your willingness to complete the survey is greatly appreciated.

Thank you.

Please estimate in what extent do you agree or disagree with the following statements?(general attitude about placement itself)

5-scales, 1=strongly disagree, 5=strongly agree

1. I pay attention to the brand names of most of products I buy.
2. Brand name tells me something about the quality of the products.
3. Brand name tells me something about other merits except for product quality.
4. Sometimes I am willing to pay more money for product because of its brand name.
5. Other people judge me according to the brand-name products they see me using.
6. When I see movie or TV characters I like, I pay attention to the products they use in the show.

7.I would avoid watching a TV program if I knew beforehand that brands are placed in it for advertising purposes.

8.I would prefer to watch a TV program without product placement.

9.I do not mind if brand-name products appear in TV programs.

10.I prefer to see real brands in TV programs rather than fake/factitious brands.

11.The presence of brand-name products in TV programs makes it more realistic.

12.I do not mind if television producers receive money from manufacturers for placing their brands in TV programs.

13.Brand-name products should not be in TV programs if they are placed there for commercial purposes.

14.The placements of branded products in TV programs should be completely banned.

15.Brand-name tobacco and alcohol products should only be allowed in programs that kids are not allowed to see.

16.Brand-name tobacco and alcohol products are acceptable in crime shows and fantasy shows.

17.Brand-name tobacco and alcohol products are acceptable in comedy.

18.Programs should not give too much importance to a particular brand (e.g. Showing the brand very frequently)

19.TV programs should contain only those brand-name products that are essential to the program's realism.

20.TV programs should contain only those brand-name products that are closely related to the storyline.

21.I would consider product placements as 'commercials in disguise'.

22.I have learned about some brand-name product through television programs.

23. I buy brands I see characters using or holding in television programs.

24. It is unethical for tv producer to attempt to influence the audience by including brand-name products in their shows.

Now choose the program type which contains one of your familiar television show and think about the show when you are answering the following questions.

- TV Drama
- TV Comedy
- TV Crime Drama
- SCI-FI/Fantasy Show
- Reality Show
- others

How many seasons have you watched of this program?

- less than a year
- only a year
- more than a year

Think about a product or brand attract your attention in the show, and choose the categories they belongs.

- cigarettes
- computers/visual equipments
- cellphones
- fast food

healthy food

alcohol

autos

guns

candy/snacks

sunglasses

cameras/stereo equipments

others

Now, think about a product or brand attracts your attention in the show and try to answer the following questions

1) To what extent do you like the character most close related to this product/brand?

5-scales, 1=strongly dislike, 5=strongly like

2) How do you think the character views this product/brand?

5-scales, 1=very negative, 5=very positive

3)What is your feeling of closeness to this character?

5-scales, 1=not close at all, 5=very close

4)What is your attitude towards this product/brand before watching this show?

5-scales, 1=very negative, 5=very positive

5)To what extent do you think the product/brand is important in the show?

5-scales, 1=not important, 5=very important

6) How frequently do your feel this product/brand appeared in the show?(exposure)

5-scales, 1=rarely, 5=almost all the time

7) What is your attitude towards the product/brand after the show?

5-scales, 1=very negative, 5=very positive

8) To what extent do you think your attitude toward it has been changed?

5-scales, 1=not at all, 5=totally

9) The product is portrayed in a favorable light.

5-scales, 1=strongly disagree, 5=strongly agree

10) The product is shown in use.

5-scales, 1=strongly disagree, 5=strongly agree

11) The brand is already well known to me.

5-scales, 1=strongly disagree, 5=strongly agree

12) Do you feel more desire to buy this product/brand?(purchase intension)

5-scales, 1=not at all, 5=certainly yes

13) Do you think the appearance of this product/brand is commercially related?

5-scales, 1=not at all, 5=totally commercially related

14) How frequently do you watch this show?

5-scales, 1=occasionally, 5=almost every episode

15) To what extent do you like this show?

5-scales, 1=strongly dislike, 5=strongly like

Finally, a few more questions about yourself.

© Age

-under 15 years

-15 - 18 years

-19 - 25 years

-26 - 35 years

-36 -50 years

-over 50 years

©Gender

-Male

-Female

©Education

-high school

-polytechnic/comprehensive school

-university

-post university

Appendix 2. Program Genre and Recalled Products

		Program Type						Total	Percentage within products type
		TV drama	TV comedy	TV crime show	SCI-FI/Fantasy show	Reality show	others		
Recalled Product or Brand	Computers	8	15	5	4	0	0	32	21.1%
	Cellphones	6	6	5	1	2	2	22	14.5%
	Stereo equipments	2	1	0	0	0	0	3	2.0%
	Clothes	14	10	0	1	1	0	26	17.1%
	Autos	7	6	11	4	1	0	29	19.1%
	Fast food	0	8	0	0	0	0	8	5.3%
	Healthy food	2	1	2	0	0	0	5	3.3%
	Candy/snacks	0	1	0	0	0	0	1	.7%
	Sunglasses	0	0	1	1	0	0	2	1.3%
	Alcohol	2	2	0	0	1	0	5	3.3%
	Guns	1	0	2	1	0	0	4	2.6%
	Others	6	8	0	1	0	0	15	9.9%
Total for program type		48	58	26	13	5	2		
Percentage within program genres		31.6%	38.2%	17.7%	8.6%	3.3%	1.3%	152	100%

Appendix 3. Brand Consciousness Scales

- 1.I pay attention to the brand names of most of products I buy.
- 2.Brand name tells me something about the quality of the products.
- 3.Brand name tells me something about other merits except for product quality.
- 4.Sometimes I am willing to pay more money for product because of its brand name.
- 5.Other people judge me according to the brand-name products they see me using.

Appendix 4. Mean Scores for Attitude Items

	Mean	SD
6. When I see movie or TV characters I like, I pay attention to the products they use in the show.	2.89	1.07
7. I would avoid watching a TV program if I knew beforehand that brands are placed in it for advertising purposes.	2.77	.93
8. I would prefer to watch a tv program without product placement.	3.86	.88
9*. I do not mind if brand-named products appear in tv programs.	2.47	.78
10. I prefer to see real brands in TV programs rather than fake/factitious brands.	3.59	.80
11. The presence of brand-name products in tv programs makes them more realistic.	3.30	.95
12*. I do not mind if television producers receive money from manufactures for placing their brands in tv programs.	2.51	.88
13. Brand-name products should not be in TV programs if they are placed there for commercial purposes.	3.43	.99
14. The placements of branded products in TV programs should be completely banned.	2.81	1.00
15. Brand-name tobacco and alcohol products should only be allowed in programs that kids are not allowed to see.	4.00	.92
16*. Brand-name tobacco and alcohol products are acceptable in crime shows and fantasy shows.	3.05	.97

17. Brand-name tobacco and alcohol products are not acceptable in tv comedy.	3.03	1.00
18. Tv programs should not give too much importance to a particular brand (i.e. Showing the brand vert frequently or using too much time).	4.28	.79
19. Tv programs should contain only those brand-name products that are essential to the program' realism.	3.62	.91
20. Tv programs should contain only those brand-name products that are closely related to the storyline.	3.61	.94
21. I consider product placement as "commercials in disguise".	3.82	.78
22. I have learned about some brand-name products through tv programs.	3.30	.89
23. I buy brands I see characters using or holding in television programs.	2.97	.85
24. It is unethical for tv producer to attempt to influence the audience by including brand-name products in their shows.	3.32	1.00

Note: Items were scored on a 5-point scale, and higher scores indicate stronger agreement.

**the item was negatively worded, and had been reversed*

