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## **Consumers' Attitudes and Behavior Toward Product Placement in Television Shows**

### 1.0.Introduction

Previous studies done in the past have studied consumers' attitudes and preferences towards product placement in social media platforms such as televisions shows. The impact of socialization agents on the buyer's purchase intentions for product placements in television shows, social structural variables and their product placement attitudes has also been researched on using a systematic framework methodology. According to the consumer socialization framework and agenda-setting, this research investigates product placement attitudes and behavioral intentions within University students.

### 2.0. Main Topics

#### 2.1.Attitudes toward Product Placement

Previous research on attitudes towards product placement has massively targeted the audiences' feedback towards product placement in movies. The findings concluded that media users have positive perceptions generally. Audiences of social media have negative attitudes on product placement with ethical charges (Gupta & Gould, 1997).

The research determined that viewers tolerate product placement however most viewers produced negative attitudes towards products with problems. The other product placements were mostly accepted as a part of advertising tactics. However, an interesting point they found is that there are individual differences in the consumers' results. Viewers who watch movies more frequently than others show more favorable attitudes toward ethically-charged products and males tend to be more favorable to general product placement than females.

#### 2.2.Purchase Intentions

Prior studies have investigated the effect of product placement on consumers' intentions for buying the placed products (Morton & Friedman, 2002; de Gregorio & Sung; 2010). They also differentiated intentions from attitudes: Their definition was the intention is an individual's self-motivation and action plan to execute an effort to conduct out a behavior while attitudes are summary evaluations (Spears & Singh, 2004).

### 2.3. Peer Communication

Consumers are affected by multi-level influences when they have to choose a product (Narayan et al., 2011). Consumers take into consideration the attributes of the products before purchasing, some inquire other people whether they have used products before. Some as well go online to check reviews before making their final choices. This behavior is referred to as peer communication.

### 3.0. Hypothesis

Therefore, based on the given robust relationships between peer communication and consumers' attitudes and behavior changes, the following hypotheses can be formulated:

H1a: The more consumers' conversation about product placement in television shows, the more favorable are their attitudes toward product placement.

H1b: The more consumers' conversation about product placement, the more likely they are to have positive purchase intentions for the placed products.

Notably, television watching is considered to the exposure gained by a consumer to shows containing product placements in each episode. Based on this notion, the following hypotheses can be formulated:

H2a: The more consumers watch television shows, the more favorable are their attitudes toward product placement on TV.

H2b: The more consumers watch television shows, the more likely they are to have positive purchase intentions for the placed products.

#### **4.0.Method**

##### **4.1.Sample**

The sample was made up of University students from a New York University in the United States of America. The respondents were requested to participate in an online survey. The study utilized online surveys since it has become significantly convenient due to low costs, high response rates, and provides respondents with a convenient situation overall. The only limitation with the sample was methodological because University students are not necessarily representative of the general adult population. However, university students are convenient for this study. This is because university students are massive television viewers than other age groups (Vasquez, 2007). Accordingly, massive exposure to television programs leads to more exposure to product placement.

##### **4.2.Procedure**

The data was collected from five hundred university students registered under communication courses and a hundred University students not in those communication classes. Professors of these classes accepted to issue extra credit for respondents upon completion of the survey. Additionally, respondents who were outside those communication classes were selected via Facebook posts and mail. 209 students accepted to participate in this survey, resulting in a response rate of 38%. They were requested to complete a questionnaire and were given as much time as they needed to complete it. The questionnaire took approximately 10 to 15 minutes on average to complete.

##### **4.3.Descriptive statistics**

(22.3%) of all the participants were males and (77.7%) were females. The age group of 18-24 were approximately 81% of the participants which is the leading category, then ages 25-35 (14.4%), and ages over 36 represented by (4.5%) of all respondents. Caucasian students were the leading category representing 74.8% of the sample, then Asian or Pacific Islander (10.7%), Hispanic (5.7%), African American (5.0%). The least categories were Native American or Alaskan Native (1.9%), and other ethnicities (1.9%).

*Demographic Profile of the Sample (N=209)*

		Frequency	Percent
Gender	Female	160	77.7
	Male	46	22.3
Age Group	18-24	163	81.1
	25-35	29	14.4
	Over 36	9	4.5
Education Level	High School	2	1.3
	Some College or Attending College	128	80.0
	Bachelor's Degree	13	8.1
	Attending Graduate School	17	10.6
Income Level	Less than \$24,999	44	28.0
	\$25,000-\$49,999	28	17.9
	\$50,000-\$99,999	30	19.1
	\$100,000-\$149,999	32	20.4
	Over \$ 150,000	23	14.6
Ethnicity	Caucasian	119	74.8
	African American	8	5.0
	Native American or Alaskan Native	3	1.9
	Asian or Pacific Islander	17	10.7
	Hispanic	9	5.7
	Others	3	1.9

**Table 1: Demographic Profile of the Sample**

## 5.0.Key Findings

### 5.1.Hypotheses Testing

Correlation analyses were used to test the relationship between consumers' attitudes toward product placement in television shows, purchase intentions for the placed products, and peer

communication. As shown in Table 2, the results mean that there exists a positive correlation between peer communication and both product placement attitude ( $r = .29, p < .01$ ) and purchase intention ( $r = .47, p < .01$ ) which supports hypothesis 1a and 1b.

A positive relationship between watching television shows and product placement attitude ( $r = .15, p < .05$ ) is also observed which supports hypothesis 2a but the relationship between watching purchase intention and television shows means marginally significant correlation ( $r = .13, p = .07$ ). The results mean that the more consumers have a conversation about product placement with peers, the more they develop favorable product placement attitudes as well as purchase intention for placed products. Moreover, consumers who are massive viewers tend to have a more favorable product placement attitude.

#### *Correlation Matrix*

	1	2	3	4
1 PPL Attitude	1.00			
2 PI	.42**	1.00		
3 Peer Comm	.29**	.47**	1.00	
4 Watching TV	.15 <sup>+</sup>	.13	.09	1.00

\*\* P < .01 (2-tailed)

\*P < .05 (2-tailed)

2 PI=Purchase Intention, 3 Peer Comm= Peer Communication, 4 Watching TV= Watching TV Shows

**Table 2: Correlation Matrix**

### **5.2.Research Question Testing**

One-way ANOVA result as shown in Table below suggest there are statistically significant mean differences for both consumers' education levels and age regarding product placement attitude as well as purchase intention. Test result for education was found to be significant,  $F(4, 196) = 3.98, p = .004$ . Moreover, the age test was determined to be significant,  $F(2, 193) = 4.30, p = .015$ . A post hoc Turkey test especially showed that the 18-24 age group's attitude towards product placement ( $M = 3.22$  S.D. = .93) was significantly greater than 36 older groups ( $M = 2.38$

S.D. = .92) but other groups did not show a significant difference between groups. Secondly, ANOVA was performed to analyze respondents' purchase intentions for placed products. Test for the different education levels of the respondents portrayed a significant mean difference  $F(4, 197) = 2.67, p = .034$ . The test for age was also found to be significant,  $F(2, 194) = 4.78, p = .009$ . A post hoc Turkey test especially showed that 18-24 old age group respondents showed a greater level of purchase intention ( $M = 2.85$  S.D. = .72) than 36 years and older groups ( $M = 2.11$  S.D. = .72). The results mean that there exists a statistically significant mean difference between respondents' purchase intention on their education level and age. However, the results mean that respondents' ethnicity and income level do not have statistical significance on both product placement attitude and purchase intention. A post hoc test in Turkey also showed there is no significant difference between different income groups.

*ANOVA Results for Research Questions*

DV	Variables	Education	Age	Income	Ethnicity
PPL Attitude	<i>SS</i>	12.82	7.20	1.94	3.28
	<i>F</i>	3.98	4.30	.56	.76
	<i>df</i>	4	2	4	5
	<i>P</i>	.004	.015	.690	.577
Purchase Intention	<i>SS</i>	6.18	5.47	1.74	1.01
	<i>F</i>	2.67	4.78	.72	.42
	<i>df</i>	4	2	4	4
	<i>P</i>	.034	.009	.578	.795
Peer Communication	<i>SS</i>	3.72	5.47	1.27	1.01
	<i>F</i>	2.09	4.78	.70	1.20
	<i>df</i>	4	2	4	5
	<i>P</i>	.083	.009	.594	.311
Watching TV Shows	<i>SS</i>	6.98	2.89	4.25	3.97
	<i>F</i>	1.24	1.01	.74	.56
	<i>df</i>	4	2	4	5
	<i>P</i>	.295	.367	.560	.734

Table 3: ANOVA Results for Research Questions

**6.0. Conclusion**

We can conclude that the more consumers have a conversation about product placement with peers, the more they develop favorable product placement attitudes as well as purchase intention for placed products. Moreover, consumers who are massive viewers tend to have a more favorable product placement attitude. As well we can conclude that there exists a statistically significant mean difference between respondents' purchase intention on their education level and age. Finally, we can conclude mean that respondents' ethnicity and income level do not have statistical significance on both product placement attitude and purchase intention.



Questionnaires items used in this study

**1. Attitude toward product placement in Television shows**

My overall attitude toward product placement is...

	Very 1	Somewhat 2	Neither 3	Somewhat 4	Very 5	
A. Unfavorable	___	___	___	___	___	Favorable
B. Bad	___	___	___	___	___	Good
C. Unlikable	___	___	___	___	___	Likable
D. Negative	___	___	___	___	___	Positive

**2. Purchase intentions**

The next set of items deal with your opinion about purchase intention of placed products. Please rate the following statements on a scale of 1 to 5.

1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree

- A. I will buy placed products which I saw in television shows in next two weeks
- B. I will buy placed products which I saw in television shows in next two months.
- C. I will buy placed products which I saw in television shows when I need the products.

**3. Peer Communication**

The next set of questions is about your opinion of peer (friends & family) communication and product placement. Please rate the following statements on a scale of 1 to 5.

1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree



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