Influence of Product Placement Strategy used in TV Series on Nigerians

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ABSTRACT

Technological advancement has provided more media options for audience to choose from, leading advertisers to seek new strategies to reach their target audience. Product placement strategy is considered one of those strategies as it is a kind of advertisement interwoven with media content in order to reach its audience. The aim of this study is to explore the influence of product placement strategy in TV series on Nigerians. The study makes use of a mixture of cultivation theory and uses and gratification theory. The purpose for embarking on this study is to find out how effective product placement is on Nigerians. The study makes use of quantitative methodology. 280 Nigerians living in the city of Abuja, Maitama metropolis in the summer period of 2016 participated in answering the in-house questionnaire. The first section of the questionnaire contained demographical questions while the second section contained information relating to respondent's knowledge about product placement. The final section explored the perception and attitudes of the respondents towards product placement strategy in Nigerian TV series. Findings show that respondents are influenced by product placement and their attitudes change based on the featured products in Nigerian TV series. Also, it was revealed that people don't mind watching TV series with product placement as it enhances the overall view of the program by making it appear more realistic. Further research can be done in the area of product placement as regarding culture. Also, a content analysis of specific TV series or programs against particular products can be done.

Keywords: Advertisement, Product placement, Influence of advertisements, Nigerian children, Television.

ÖZ

Bu çalışmanın amacı Nijerya Televizyon serilerindeki ürün yerleştirme stratejisinin çocuklar üzerindeki etkisini araştırmaktır. Bu çalışma Ekimleme ve Kullanımlar ve Doyumlar Kuramlarına dayanır. Araştırmanın bu çalışmaya girişmekteki amacı ürün yerleştirmenin çocuklar üzerinde ne kadar etkili olduğunu bulmaktır.

Çalışmada nicel yöntem kullanılmıştır. Maitama metropolisinde Abuja kentinde yaşayan 280 Nijeryalı 2016 baharında bu çalışma için hazırlanmış anketi yanıtlayarak çalışmaya katılmışlardır. Anketin birinci bölümü katılımcılarla ilgili demografik sorular içermektedir. İkinci bölüm katılımcıların ürün yerleştirme ile ilgili bilgilerle ilgiliyken üçüncü ve son bölüm katılımcıların Nijerya televizyonlarındaki ürün yerleştirme ile ilgili algı ve tutumlarını araştırmaktadır.

Bulgular çocukların ürün yerleştirmeden etkilendiklerini ve Nijerya televizyon dizilerinde bu ürünlerin gösreilmesinin onlarda tutum değişimine yol açtığını göstermektedir. Aynı zamanda katılımcılar içinde ürün yerleştirme bulunan programları izlemeyi sorun etmedikleri, dahası bunun programın daha gerçekçi yaptığı görüşündedirler.

İleride ürün yerleştirme alanında yapılacak çalışmalar kültürle ilişkilendirilebilir. Ürün yerleştirmenin etiği incelenebilir. Ayrıca belirli televizyon dizilerinde veya programlarında belirli ürünlerin ürün yerleştirme stratejisiyle ilgili bir içerik analizi yaplılabilir.

Anahtar Sözcükler: Reklam, ürün yerleştirme, reklamların etkisi, Nijeryalı çocuklar, televizyon.

DEDICATION

I dedicate this thesis to my darling Father, my pillar and biggest support, Reverend

Olawole A. Ogunmola. To God be the Glory.

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Chapter 1

INTRODUCTION

Whether product placement strategy used to promote television advertisements in certain products has influence on young children or not should be the concern of adults particularly parents. Branding is the process involved in creating a unique name and image for a product or service in the mind of consumers, mainly through advertising with a consistent theme. This is done to establish an image and create a significant and differentiated presence in the market that attracts and retains loyal customers. (www.businessdictionary.com).

Inquiry into the history of branding practices suggests that such activities have been occurring for at least 9,000 years (Eckhardt and Bengtsson, 2009). An article on branding practices in Mesopotamia provides compelling archeological evidence that product seals, a branding system used in the urban revolution in fourth century BC were being used to signal quality control, authenticity, and ownership to consumers, all characteristics of modern brands (Wengrow, 2008). Brands have assumed important roles such as differentiation, recognition, marketing, consumer identification and loyalty and business image in contemporary consumer cultures, serving as key agents in structuring marketplace interactions and social life (Srivastava, 2016). For example, without branding, a product like drinking water will leave consumers confused and indecisive as to who owns what water they prefer and why in terms of quality, quantity, pricing and availability. Without branding a product

remains a commodity, hence brandings' importance to this study. Branded products been featured in media programs are increasing daily even on radio programs. In movies and TV series they are featured verbally, visually and interactively (hands on placement), (Cortes et al, 2004). The incorporation of branded products into television, movies and TV series have been in existence for almost as long as the media itself (Starr and Ferguson, 2012). Even though this practice has been in existence, brands been featured then were not paid for the way it is been paid for now. Product placement strategy is a kind of advertisement for which it is paid (Balasubramanian, 1994).

Previous research focused mainly on university students' attitudes towards product placement in movies, games and TV series (Holbrook, 2004). This research focuses on the influence product placement used in TV series has on Nigerians and their attitudes towards these featured products. This introductory chapter gives a background and an introduction to the study. It reveals the motivation for the study, questions the research seeks to answer, limitations of the study, significance of the study and explanation of key terms relevant to better understanding of this study.

1.1 Background of the Study

Since the practice of advertisements started, numerous issues have been raised concerning the influence advertising has. Still advertising continues to grow and develop. In fact, advertising, has become an entity of its own, with rules governing it, professionals practicing and handling its step and departments running its affairs. It is the life wire of marketing just as marketing is the life wire of any brand. The role of advertising is to inform, influence, remind and emphasize a product, add value and persuade consumers about particular product with the sole purpose of getting

consumers to buy the product. This is why it has various strategies in ensuring its goal is achieved. Among advertisement strategies, product placement (which this study focuses on) is getting more and more popular because it's an indirect form of marketing products and it seems to be less irritating and more acceptable to the audience than persistent, intrusive and 'in your face' advertising. As consumer profiles & their expectations are changing, the competition in the marketing environments also extremely changes.

Product placement has gained the attention of a lot of researchers. Gould and Gupta (2000) point out that, the new media technologies have changed the way of product placement availability and try to reach plus create gross impression for people. They explain that; product placement does not only take place in movies or on TV but also in internet, games and other media as well (Gupta & Gould, 1998). Product placement can be applied in different audiovisual media such as; in movies, TV series and programs, novels and dramas, songs and in branded videogames. Lately product placement has gained popularity among manufacturers trying to influence audience to create cognitive-affective-connotative attitude on consumers' minds (Kaya and Ayman 233-238).

In Nigeria, APCON and NAN are control commissions, thus all Nigerian TV channels and radio channels have to obey their laws. But unlike other countries like Turkey which have some restrictions based on product placement application strategies related with the frequency and duration of appearance on the screen, Nigeria does not yet have any formal rule restricting product placement strategy on local TV stations but it allows the brands to be placed in TV programs and series to reach their audience.

1.2 Motivation for the study

There has been a massive increase in traditional advertising globally. In the US alone, a person encounters 5,000 commercial messages in a day as against 560 in 1971 (Johnson, 2009). This has caused what is termed commercial clutter. In a bid to solve this cluster problem, advertising agencies come up with a variety of strategies to still advertise products but in a less irritating manner such as the way ads pop up in the most unconventional places (for example is the toilet wall ads) and product placement on other media. This study focuses on the influence of product placement style of advertising on young children.

I am particularly getting more and more irritated with conventional advertising, I try to avoid it as much as possible. I use advertising on TV as toilet breaks, drink refill, cooking, making quick phone calls etc. It seems the more I avoid advertisements the more they seem to pop up because advertisers have to find new ways to make their products known, introduce them to the market and make appealing for the customer to buy. Also without companies, organizations and manufacturers being convinced that the media can sell the service of showcasing its products to their viewers and consumers, they won't sponsor a program let alone pay for advertising space. It is a known fact that without the money gotten from adverting by any media house (apart from government owned media which receive subventions) the media outlet will not survive, even movies and TV series as the case may be, because it is through advertising income a media outlet along with its content is sustained. Because of this, I am interested in finding out how effective this perceived less irritating form of advertising known as product placement.

1.3 Aim and Objectives of the Study

This study is based on the arguments that product placement strategy is unconscious. It works because the message passed isn't perceived by the audience as advertising rather as part of reality therefore it works on the subconscious mind of its audience.

The aim of this study is to find out from adults and children, how product placement advertising strategy used in Nigerian TV series influences them. In total, this study is focused on finding out how influential product placement strategy used in Nigerian TV series is on Nigerians. The study will take a look at residents in the municipal area of Maitama, in the capital city of Abuja, Nigeria during the summer period of 2016.

The objectives the study seeks to pursue are;

- To explore whether the audience (mother, father and children aged 12-17) are aware of the product placement strategies used in Nigerian TV series;

- To investigate if product placement strategy affects children's attitude to brands/product placed in TV series;

- To find out how parents feel about product placement in Nigerian TV series;

- To research into how effective the product placement strategy is on Nigerians.

1.4 Research Questions

Based on the aim and objectives mentioned in 1.3, with respect to Nigerians living in Miatama metropolis, Abuja City in the summer period of 2016 the following research questions were set:

RQ1: Is the audience aware of product placement strategies used in Nigerian TV series?

RQ2: Does product placement strategy affect children's attitude towards brands/products placed in TV series?

RQ3: How do parents feel about product placement strategies used in Nigerian TV series?

RQ4: How effective is product placement strategy on Nigerians?

1.5 Significance of the Study

This research emphasizes how important the role of advertising is to any form of media and even the consumer and how strong the influence it has on consumers. It will examine the attitudes of consumers and increase knowledge on children exposure to product placement Strategy in TV series in the Nigerian Society.

Based on an academic standpoint, there is no research that has tackled the influence of product placement strategy used in TV series on Nigerians. Although there are few research that have looked at product placement in cartoons and movies, none has looked at product placed in home grown Nigerian content as it affects the Nigerian environment. Most research studied influence of product placement in European counties and mostly in the area of business, Television, advertising and marketing strategy.

Furthermore, majority of the studies that were conducted previously about product placement focused more on platforms like Movies and games, its acceptance, its increase on those platforms and how much audience know about the strategy (Williams *et al.* 2011). Therefore, it is important to study about product placement to know the

kind of influence it has on an entire family, children inclusive, who may be less aware of the strategy and may be unaware of its implication. This research serves as a start and an opening for more studies in the Nigerian environment.

From a practical standpoint, the findings of this research will be beneficial to advertisers and Nigerian TV content providers as a medium for them to target consumers as well as Nigerian parents and Nigeria as a whole as it throws light to the nation and helps provide better understanding and awareness of behavior and influence the media has on children. Due to the highly competitive advertising arena, it is paramount that companies protect their market share, identify new ways and prospects that would-be eye catching to the audience without being irritating and understand the market trends (Rotem, 2009).

1.6 Limitations of the Study

This study will only explore the influence of product placement strategies used in Nigerian TV series in the capital city of Abuja, Maitama metropolises, Nigeria during the summer period of 2016. As Nigeria has 36 states and time would not permit researcher to conduct such a large study. Also, the researcher limited the TV series to 3 most frequently watched and popular Nigerian TV series (Leadership, 2015) namely Jenifa's Diary, Super Story and Tinsel as reflected in question 9 and 16 of the questionnaire.

Chapter 2

LITERATURE REVIEW

This chapter covers six main headlines which are the history of advertising, advertising in Nigeria, branding, product placement, and influence of product placement strategy on children, theoretical frame work and its relevance to the study.

The influence television has on children according to Odukomaiya (2014) has been a very common topic which researchers often explore, particularly on cartoons which are mainly produced for children as the audience in mind (Gerbner, 1976). However, cartoons are not the only programs children watch and engage in on television, they play video games and watch TV series on cable channels and even the internet. Therefore, this research takes a look at the influence of product placement strategy used in TV series has on children. The information included in this chapter focuses on reviewing related literature. It covers the history of advertising, advertising in Nigeria, product placement strategy, Influence of product placement strategy on children and theoretical framework of the study.

2.1 History of Advertising

Advertising is the process, activity or profession of producing information in order to promote the sale of a product or service which is commercial. Douglas Hawks (2006) notify that advertising is the action of drawing public attention to something, especially through paid broadcasts or publication. Many business oriented definitions note that advertising is non-personal apart from face-to-face sales. Advertisement is a notice or

message in a public medium encouraging the purchase of a product, service, or event or even a job vacancy. Business dictionary.com defines an advertisement as "Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet." (www.businessdictionary.com).

People around the world have various needs. Manufacturing companies try as much as possible to identify these needs and cater for them. Nowadays because of the increase in products, brands and the need to introduce these products to consumers, we have been bombarded with too many advertisings so much so that manufactures are faced with the challenge of reaching their target audience (Johnson 2009). Therefore, manufacturers employ the help of advertisers who are equipped to handle such problems to strategically pass the message of advertising across to the manufactures target audience thereby equipping the consumers on information for each brand that will enable them to choose.

As far back as 3000 BC, the first signs and evidences of advertising surfaced in the ancient Babylonian Empire. The first English advertisement was printed in 1472 in order for a prayer book to be sold. But advertising as a profession began around 1841 in the United States. Although it has gone through various modifications it is still very much as the same foundations it started with. One born in this century may not believe it but there used to be a time when we lived on this planet without being confronted by images, sounds and letters advertising everywhere you turned. In fact, in the past brands did not fill up every communication channel with messages on earth (some even in outer space). According to Chang *et al.* (2016) "advertising" was simply a helpful recommendation for something you might find needful for example, bathing

or washing soap were simply labelled for what it was used for 'Bathing soap'. But over the period of several centuries, basic human needs were met. The media has become a very big and important part of the American lifestyle and even the world at large (Harmon, 2001). But with any society that has the presence of free media comes an abundance of advertisements Industry slots are filled up with several companies, each competing for a few seconds of your time to meet every conceivable need of yours. Advertising suddenly became pervasive, appearing everywhere one moved, looked, called, listened, read, flew, drove, worked and even played demanding; 'Buy this! Buy that! Free sample here, there! Call us on! Email us! Visit us at! Follow us on! Don't miss this! Don't miss out!'

Babylonian merchants were hiring barkers to shout out goods and prices at passersby in 3000 BC. The Romans wrote announcements on city walls. But by the 15th century ads as we know them now, were abundant in Europe. Advertising spread to the colonies via England. British advertising was already leaning toward exaggeration and hyperbole but colonial advertising was straight forward. Advertising became a big business venture divided into sectors. After the civil war, during the industrial revolution. As industrial revolution expanded along with technology so did advertising. Advertisers expanded their horizons to all media sources available.

Magazines provided the first national medium for advertisers. The marriage of magazines and advertising was natural. By the end of the 19th century magazines were financially supported primarily by advertisements rather than readers. Radio was the next to join the train. The first radio ad was broadcast on WEAF in 1922 (the cost was $50 for a 10minute spot) Also during the World War II advertisers turned their services towards the war and neglected products advertising. The general public had no great

opposition to radio ads. Advertising seemed like a natural way to keep radio "free". Advertising agencies virtually took over broadcasting, producing the shows in which their commercials appeared. The ad business became show business. After the end of the war, there was no longer shortage of consumer goods hence an increase in consumer goods ads was observed. People were also having more children who are able to think realistically about owning their own homes. They wanted products to enhance their leisure please their children, and fill their houses. According to Johnson (2009) what better way to showcase these products except use television? That is how television joined other media in the advertising mix and became champion.

The function of advertising is basically to bring the listed below separate entities into one whole or under one umbrella.

- Informing;
- Influencing;
- Reminding/Recall;
- Adding Value;
- Persuading.

In essence, there are different people with different needs, also different manufacturers, producers or service providers with different available products to meet these needs and advertising informs this diverse people with diverse needs about diverse products which consumers can choose from.

2.1.1 Benefits of Advertising

Advertising has numerous benefits and plays a major role in the sustenance of economy and culture, it is beneficial to the manufacturer, the consumer and the society. We will briefly enumerate these benefits to each of the parties involved.

Benefits to the manufacturer; the increase in demand caused by advertising makes possible the installation of latest plants and introduction of technological improvement. This results not only in improved quality of the product but in the reduction of the cost per unit. Mass-production needs mass-selling. Advertising makes this possible. Again, through advertising the manufacturer can create a demand for his product and maintain it throughout the year and thereby reduce the seasonal slumps in his business. Advertising also protects the manufacturer against unfair competition because the public learns to recognize the brand and the name of the manufacturer. Another benefit is that advertising also creates pressure on the retailer to stock the goods which have a good demand, as otherwise he would run the risk of losing his customer to his competitors. Advertising tends to stabilize the selling price and there by create confidence in the public. Also, pushing goods to the individual consumer through the salesman is a slow and expensive method and the number of calls is limited as considerable time is taken up in travelling. Therefore, advertising provides a comparatively less expensive method. Lastly, in case of changes in the products, advertising helps in giving the necessary information very quickly to target audience.

Benefits to the consumer; first, the manufacturer is compelled to maintain the quality of the goods advertised. Money spent on advertising being an investment the manufacturer naturally expects returns on such investment. This interest will be forthcoming as long as the manufacturer maintains the quality and there by the reputation of the

goods so advertised. As soon as the quality of the article drops the sale of the article will also decline. Secondly, well-advertised goods are generally better in quality thus justifying advertising although it cannot be denied that certain firms may advertise worthless goods. In the latter case, however, the advertising expense will be wasted in the long run. Thirdly, advertising also acts as an information service and educates the consumer. It enables him to know exactly what he wants and where to get it. Advertising thus makes it possible for enjoyment of new amenities and make the life of the consumer easier, more comfortable and pleasant. The fourth benefit to the consumer is that advertising stimulates production and reduces the cost per unit. This reduction in the cost is generally passed on to the consumer and that is why price of well-advertised goods are found to be generally lower than other goods of the same quality which are not so well advertised. The fifth benefit is that advertising also makes it possible to sell direct to the consumer by Mail Order Business. Thus, consumers in the out-of-the way areas can also enjoy the comforts and luxuries available only in the cities or towns. In this way advertising improves social welfare. Lastly, as manufacturers control the pride of well-advertised goods price- cutting is not available to the retailers and the shopkeeper tries to attract customers by giving better and more satisfactory service. This also is an additional benefit to the consumer brought about by advertising.

Benefit of advertising to the society is as follows; it is helpful in generating more employment. Advertising is instrumental in generating more employment opportunities and creating diverse kinds of jobs. It provides jobs to artists, screen printers, block-makers, script-writers, painter, etc. Today, advertising has become a profession. Some companies do only advertising job. Secondly, it is helpful in improving the standard of living. Through the medium of advertising people get

information regarding new products. As people use these new and latest goods, their standard of living gets a boost. Advertising is helpful in providing employment and increasing income of the people. Both have a positive effect on their standard of living. Thirdly, it helps in Survival of Communication Media. The main communication media are Newspapers, Magazines, T.V., Radio, etc. Major source of their income is advertising. If these media of communication do not get support of revenue from advertising, they cannot survive for long. These media of communication keep the society well informed. Their existence is of utmost important and they can survive only by advertising. The fourth benefit is that it creates healthy competition. When a company gets, its product advertised, it seeks to improve its quality and lower its price. It is their endeavor to improve their own product rather than finding fault with the product of their rivals. In this way, a healthy competition prevails in the market and the entire society stands to gain from it. The fifth benefit of advertising to the society is that it contributes to the economic development of the country. Today, the effect of advertising is no longer confined to the four walls of the country, rather it has crossed the national boundaries. Through the medium of satellite, domestic advertising messages can be transmitted to the rest of the world. As a result, export-potentials of the country get a big boost. Foreign exchange capacity of the country increases and new industries develop. Thus, advertising proves helpful in the economic development of the country.

2.2 Advertising in Nigeria

Mass media in Nigeria can be traced back to the era before Nigeria was formed or recognized as a sovereign state, dating back to 1859 when Reverend Henry Townsend published the first newspaper, "Iwe Iroyin" written in Yoruba. Since then, the Nigerian mass media, especially the print media, have been growing fast. Despite the many

media outlets sustained by private ownership in Nigeria, voices of the mass media have been somewhat trampled (Ukah, 2008), the extent to which they can voice out has been limited by the unfriendly position the government has taken as regards the rules and regulations governing and controlling the dissemination of information and the running of the media body as a whole. Over the years, Nigeria has become more and more open to technology, therefore allowing the spread and growth of advertising by relying and counting on the internet, media, television, mobile platforms etc. to advertise and go national and global. It has become a way to spread word faster and efficiently. Also, it helps to expand the reach of what is wished to be made public for people to be aware of. Over the years, there has been steady rise and increase through the media world in advertising and other platform (Broadcasting Board of Governors, 2014). More Nigerians, nowadays rely more on technology than they did 10 years. They have become comfortable with technological lifestyle and have also been able to merge their choices and requirements into it. Although the media as an entity has constitutional responsibilities to fulfil i.e. ensuring the accountability of the government to the people, this obligation is subdued by governmental interference with the media and its content even in the era of the freedom of information act, and a high degree of media multiplicity. Regardless of these obvious challenges, the mass media in Nigeria, have refused to be intimidated nor have their spirits crumpled as they get closer to achieving true freedom of the press (Asemah and Edegoh, 2012). Other countries in Africa apart from Nigeria have also experienced growth technologically. Countries like, South Africa, one of the pioneering countries of media in Africa, Ghana, Angola, Botswana, Namibia, Kenya familiarize themselves with technological means of advertising. All these countries have experienced good growth based on these media patterns.

Media is not just about advertising though, but also as a means of information, a way of passing information from one place to another, from person to person, without physically being present there to get the news or information from the source. Today, social media such as blogs, Facebook and Twitter has prevailed in Nigeria and has become a means of quickly passing or getting information from one location to another. Through the use of social media, information can reach the ends of the nation within a matter of minutes and people outside the nation can also follow autonomously whatever goes on at a particular time. Television stations, such Nigerian Television Authority (NTA), the national government owned station, and others which are privately owned like Channels TV, African Independent Television (AIT), have taken these methods as a dependent, fast and sure way to broadcast news and information in comparison to television broadcast. As this method of information dissemination succeeds, it also makes the process of advertising increase and succeed.

Advertising has become easier, shorter and quicker with these platforms. It is cheaper and easier to maintain. It covers a larger location and sometimes people than television and newspapers it even targets its audience better (Katz *et al.*, 2014). Showcasing a product and or service is now possible for many businesses either of small, medium or large scale across the country, thus integrating all the class levels of people in the country. It is no longer a one-sided affair of product availability to only the rich or to those who can afford televisions or areas where only newspapers are read. Also, social media has made it possible for advertising to thrive, being that it is a multi-purpose platform for anything ranging from news, gossip, information gathering, social life etc.

According to Odukomaiya, (2014) Facebook, one of the largest social networking sites earns a large sum of its income from advertising and other social networking sites such

as Google who also earn a lot from advertising and renders its social services free to people to promote its advertising have followed suit. Now, most businesses have taken this initiative in Nigeria and have advertised their products online and have generated profits by doing so. An example of this is a new social networking site, LIS (Linda Ikeji Social) created by popular Nigerian blogger Linda Ikeji. LIS pays its users for generating content.

As the media and advertising have experienced tremendous upwards flow, TV series have also experienced their share of growth in the aspect of advertising. It serves as a medium of awareness for products and services. Many Nigerians have stuck to TV series as not just a means of social education, but as well as a means of social entertainment (Adeyemi, 2006). Christopher et al, (2010) opined that TV series in Nigeria, have branched out from what was known as "culture ceiling"; i.e. displaying only westernized forms of shows to portraying messages of the country's culture within the country and even abroad. Series have become very popular and widely accepted, mounting to a very significant number in recent years—Leadership Newspaper

After Nigeria's independence in 1960, the cinema business quickly expanded, with new cinema houses springing up. Nevertheless, there was a remarkable arrival of American, Chinese, Indian and Japanese films. Posters celebrating and advertising these films and its actors from other countries were all over theatre halls and actors from these countries became very popular in Nigeria (Folorunsho *et al.*, 2010). Towards the late 1960s and into the 1970s Nigerian movie production houses increased steadily, especially productions from Western Nigeria, because of the pioneer theatre practitioners

Television broadcasting in Nigeria began in the 1960s-NBC and received a lot of support from the government, especially in its infancy so much so that by mid-1980s every state owned its personal broadcast station. The law then restricted foreign content on television, causing producers in Lagos to begin broadcasting popular indigenous theatre productions. Many of these productions were videotaped and started circulating causing an informal small-scale video movie trade to spring up (Westoff et al, 1994). The cinema culture began to face a major decline in patronage from the late 1980s, as most Nigerian film producers had moved to television productions. This decline of the 'Golden' era of Nigerian cinema has been attributed to numerous reasons such as the drop in the value of the Nigerian Naira, lack of financial/marketing support, lack of standardization of the movie industry, change frequent change in production equipment, unstable Government policies not forgetting the inexperience of practitioners.

Nigeria boasts of one of the most successful and growing movie industries in Africa. The United Nations Educational Scientific and Cultural Organisation (UNESCO) declared Nollywood as the industry with the largest movie production. Nollywood, coming in after Hollywood. By 2009, Nollywood had surpassed Hollywood as the world's second largest movie industry by volume, right behind India's Bollywood. And in 2014, the Nigerian government released data for the first time showing Nollywood is a $3.3 billion sector, with 1844 movies produced in 2013 alone (NBC). In 2015, Nollywood Producer Kunle Afolyan reached an exclusive Netflix distribution arrangement for his latest film, 'October 1'. Also, Ebony Life TV also got their movie 'fifty' on Netflix. This adds to the 10 Nollywood related titles already on Netflix and the U.S. media company's recent $12 million movie rights purchase of Nigerian novel Beasts of No Nation, to star Idris Elba.

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Today advertising has proved to be necessary for profits and market share and brand loyalty for customers. Advertisers' Association of Nigeria (AAN) is the canopy association for all corporate organizations that participate in major advertising in Nigeria. (ADVAN) Advertisers' Association of Nigeria is the association for all advertisers (Corporate organizations that engage in major advertising) in Nigeria. It was established in 1992 as National Advertisers' Association of Nigeria and in 1994 was renamed Advertisers' Association of Nigeria (ADVAN), (Bankole, 1994). ADVAN provides a structured environment for advertisers to express their views and impact developmental changes in Nigerian advertising and marketing scene.

Advertising has its limitations in Nigeria. Because Nigeria has 2 dominant religions; Christianity and Islam, and is also a multi-cultural society, advertising in Nigeria is forced to bear in mind both religions and several cultures therefore it is restricted in that manner. For example, Madichie et al, (2010) opine that in Nigeria, many southerners won't mind ads involving voluptuous women dancing alluringly. But it would be dangerous to run such an ad in the north. In 2002, a Nigerian newspaper; This Day printed a cheerful column suggesting that Prophet Muhammad might have enjoyed the Miss World contest, a riot erupted leaving 200 people dead, an entire building belonging to the newspaper was burnt and the writer of that column had to flee to Norway.

Since then, media practitioners have tried to be more careful. Muslims are not the only group that is unwise to offend, Gold Circle, a brand of condoms, broadcast an ad in 2009 showing a male motorist been stopped by the police. He was found carrying a packet of condoms. A policewoman then returns the pack with her telephone number

written on the packet. The police did not find this amusing. Sensibly, the company and advertising team removed the advertisement.

Despite a recent economic recession, advertising spending has multiplied between 2001 and 2010, to 98 billion naira ($646m)- OMD, an ad agency. This shows that even the middle class is spending their money on branded products. Sustained by high oil prices and economic privatization, GDP per person rose by 70% between 2000 and 2009, to $1,112. Although compared to countries such as the US Wages are still low, but Nigerians are very entrepreneurial. For example, a Government workers save, buys himself or herself a bus or a car, puts a relative in charge or employs someone, then earns extra cash outside official work.

Based on a research conducted by the broadcasting board of governors in 2014, beer ads have a tendency to be macho. For example, 'Guinness' claims that it is "without equal" and encourages "greatness". The company does not spread the myth generally believed in Nigeria, that its 'extra-strong African stout' makes one a stallion in bed. But it also does nothing to discredit it either. Another beer brand 'Star' chants patriotism: "I am Nigeria…and Star is my brand". Certainly, patriotism sells because a local airline, partnering with a British airline, changed its name from Virgin Nigeria to Air Nigeria, and maintains in its publicity as "Passionately African".

2.2.1 Rules that Govern Advertising in Nigeria

Advertising in Nigeria is regulated using a mixture of regulations from different cadre of authority. From the federal to state and supplementary bodies set up by the government these guidelines and legislation are provided. There are 3 main agencies advertising practitioners and manufacturers look out for; National Agency for Food, Drug Administration Control (NAFDAC), Advertising Practitioner 's Council of

Nigeria (APCON) and National Broadcasting Commission (NBC). The 3 agencies work hand in hand to tie any loose ends as regards any product or service. Different guidelines apply to diverse products, based on the demands and expectations of these agencies

Product Contents are being evaluated and authorized by these agencies for appropriateness. For example, the agency authorizes if the advertisement can be viewed by children, and makes sure that it contains information about its health implication if consumed. Advertisements that are regarded as violent, indecent or unsafe for the public, these agencies place an embargo or restriction and completely remove any advertisement that doesn't follow guidelines and procedure.

Contents containing alcoholic beverages are not aired on all time belts. For television NBC demands no such content to be aired between 6am to 10pm while for radio between 6am to 8pm. Another exception is that it can never be aired on any children programs, pregnant women or sports magazines. Any bill board advertisement for alcoholic beverages has to be a distance of 22meters from religious worship areas, hospitals, schools and sport arenas. Cigarette advertisement is completely banned. It is never to be aired, featured or advertised. It is a federal law and considered a crime. The exception is on cable shows but still with restrictions.

2.3 Brands

A brand is what a company or business is being identified with. The identities are called element; this element can be tangible (things the customers can see) or intangible (things they can't see). Such element is the name of the business, symbol, signs, design, total customer experience, websites, etc (Harmon, 2001).

Figure 1: Sample of brand logo

Figure 1 is an image from Nigerian idol. Nut a very popular brand has its presence known through its logo. The logo on the judge's cups are clear though not overwhelming, one who sees this immediately thinks of the brand Pepsi. This is also a kind of visual product placement.

A simple way to understand brand is simply, the way your customer see the business. So, branding is the act of making that element I listed above with the aim of creating an impression or perception in the minds of the customers. Branding a product has its importance. It creates and projects the image of the manufacturer or what the product stands for, hence giving the product the life wire it possess to make product placement strategy work. There are about five importance of branding according to Hudson and Hudson (2006). The first importance is differentiation. In the business world, no business is entirely new or non-existence. Just a few might be completely new. So, in a business community where same businesses ideas are used, branding sets a company

apart from its competitors. Branding helps the business stand out. The second important reason for a product to be branded is for recognition. Most people prefer to do business with a company that is known. And a business that they are familiar with, so branding promotes recognition and instills trust among customers. Next is for marketing purposes. It is easier to market a product or business that is differentiated, branding makes marketing easy, along sides make it easy to communicate with prospective customers, and makes it easy for the customers to remember the business, services or product after the encounter. Another importance is that branding improves the image of a business. A good branding helps improves how customers perceive the business, which in turn leads to purchase and re-acquisition of goods and services. The last importance is to build loyalty between companies and its customers. Branding helps companies build loyalty or commitment in customer, only if the customers are satisfied with the services or product. Johnson (2009) acknowledges that Customers display of commitment as expanded to different forms such as brand loyalty and service loyalty.

However, it is important to know that, the way a brand is built (that is, branding) determines what it projects to the public, it could project quality, reliability, and assurance or otherwise. So, for any business, branding is important.

2.4 Product Placement

It is a rare moment when we are not in the audience of some ad or commercial. This is one of the many reasons advertisers have begun to place their messages in many venues beyond the traditional commercial media, as we saw earlier hoping to draw our attention. We confront so many ads every day that we begin to ignore them.

Figure 2: Example of verbal placement

Figure 2 is a scene from the Nigerian TV series Jenifa's diary mentioned in this study. ARIK Air is an aircraft company in Nigeria. This kind of product placement is verbal. The actor mentions the brand as part of the story.

Product placements, is the inclusion of branded products or identifiers such as logos, shoes, companies, drinks, schools etc. into mass media programming; entertainment or information verbally or visually at a price (Karrh, 2003). According to Russell (1998), this can be done using three methods: the verbal method which refers to the product being mentioned or talked about in the dialogue, the 'on- screen' or visual placement method which simply incorporates the product into the background or scene visually i.e. the viewers will see the brand with their eyes, no need for assumptions and the plot method which makes the brand or product an essential of the plot either by making it part of the story line, building an identity of a character around the product that they can be seen as one entity in the story and often combines both visual and verbal method.

A practice that was once occasional, irregular and was done by word of mouth and barter agreements has become frequent, robust and a lucrative form of advertising. Chen and Wang (2016). Even though product placement has gained its footing and maintained a consistent momentum in the motion picture industry (Baron, 2011), it is progressively increasing in the virtual world of video/computer games, music videos, blogs and novels (Chang 2003). La Ferle and Edwards (2006) state that according to a study, branded products appeared at least once for about 5 seconds, in every 3 minutes of TV programming

Despite the predominance of product placement on television, scholarly opinions seem to be clashing as regards its influence and effectiveness. Many scholars believe that television programming is already too cluttered with advertisements and information, therefore, based on the short time and almost unconscious method product placement uses it is problematic to evaluate product placement's influence and effectiveness as paralleled to the movie or film industry (Friedman, 2004). Another study based on social learning theory, found the result of brands on television programming to be far greater than that of movies and even suggested that change in behavior can come as a result of constant exposure to displayed behavior (Chan, 2015). Furthermore, Russell (2002) establishes that product placement in television programming is more convincing, meaningful and believable once there is a linkage between the product and the plot of the program. There is an exclusive opportunity which product placement provides for its viewers, it gives them the opportunity to compare, measure and relate with products before making final decisions of purchases (Karrh, 2003). Following the growth of the film industry, there has been a rapid expansion of product placement worldwide. It has provided double exposure for brands at a cheaper rate to the swelling number of audiences around the world. McKechnie and Zhou (2003) opine that a film

with access to an international audience based on distribution can steadily get to millions of people in different locations across the border.

Nonetheless, McKechnie and Zhou (2003) feel that the only thing that makes product placement attractive and appeals to brands and marketers is the size of the audience product placements can reach. Gangadharbatla, and Daugherty (2013) state that product Placements can be more effective than the usual advertising style because they are not usually recognized as advertisement. They appear as natural as the entertainment while sending their subtle sub-conscious message to the audience.

Russell (2002) considers positive behavioral changes towards product placement in films even though the audience didn't recognize these placements.

Product placement is going beyond products just being placed it is growing so much that it is taking a new shape scholars and those in the advertising industry are calling 'branded entertainment' (figure below).

Figure 3: Example of branded entertainment

Figure 3 is an example of branded entertainment. The name of the show is MTN project fame. Which is a singing competition. It is a form of entertainment and the brand is intertwined with the entertainment meaning MTN which is a telecommunication company is using this singing competition meant to entertain viewers to promote their brand. Also, the brand presence is heavily felt as the brand logo and colors are visible everywhere throughout the show even on the cups placed on the table, it cannot be missed.

2.5 Influence of Product Placement Strategy on Children

There are 3 ways Balasubramanian *et al*. (2006) ascertain how product placement affects consumers. First there is "cognitive outcomes" based on how the audience remember brands they've seen through product placement (Gupta & Lord, 1998). The second one is based on consumer attitude towards the brand and brand purchase (Schemer *et al*. 2008). The third has not been extensively researched into but it is based on product placements influence on particular product choice and actual brand (Auty & Lewis, 2004).

Many extensive studies have been done to see how effective product placement is on adults but a little has been done to ascertain its effects on children. Though a lot of studies have been done to see the effects of Television consumption on children, showing that children are easy target and a more vulnerable to persuasive messages than adults (Auty & Lewis, 2004), there seems to be very little research showing the influence product placement has on children especially and none as regarding Nigerians.

However, there have been some recent studies like that of Van Reijmersdal *et al.* (2010), showing the effects ''adver-games'' has on children, product choices and brand perception.

Based on a series of experiments carried out by van Reijmersdal *et al.* (2010), it was revealed that dealings with interactive game that contained product placements formed the brand images, brand awareness, and even behavioral intent the children had. Additionally, another study by Reijmersdal *et al.* (2012) assert that children's attitudes towards brands are determined by their exposure to "adver-games" even when the children understand and are aware of the persuasive intent of the game. Some other studies have looked at the roles of food and other edible brands placed in adver-games. For example, Mallinckrodt and Mizerski (2007) discover that exposure to a food-related advergame increases intentions of consumption. Also, (Dias & Agante 2011), observe while showing children pictures that children favor foods advertised in games they play significantly more in comparison to foods that are not featured in the game they are engaged with. Existing evidences obtained from experiment suggests that "advergame" product placements can affect intake of food as regards healthy and unhealthy foods (Baron, 2009). Despite these numerous and extensive studies of the

effect of product placements in games mentioned above, one cannot assume that product placement in other media areas such as movies and TV series will have the same impact on viewers, especially children. TV series depicts a life style of individuals and it is continuous. It shows real people interacting with branded products unlike games which makes use of animation to depict products and humans making the content appear less realistic. Also, TV series provides a link and showcases the relationship between the product and the character than games (Scott, 2010). This can make children want a particular product because they like the character and can identify with the character based on shared experience or feeling as depicted by them.

Wenner (2004), based on their study, indicates that stories presented in a narrative form on television are more significant in socializing children especially between the ages of 11 to 15 in comparison to video games and social media. Children who are younger than 11 don't even care much for video or online related media compared to hoe glued they are and fascinated to TV programs. This is obvious because children spend a large part of their free time in front of a TV screen thereby causing manufactures and service providers spend tons of money on placing their products in these TV shows (Scott, 2010).

Food preference, consumption and attitudes may be as a result of impulsive behavior that is outside the conscious control of children (Williams *et al.* 2011). Therefore, researching about attitudes toward brands and consumption intentions as a result of product placement may finally begin to scratch the surface of discovering the effect of product placement even in its most subtle state. Carlson et al, (2009) is of the opinion that there is need for behavioral data to be gathered by direct observation of children's behavior so as to fully ascertain the effects of product placement on children. He

acknowledges that this suggestion if accepted will be highly demanding to get the required accuracy but will pay off in the end as it will but it may provide a robust and healthy bank of data for many uses. A prominent disagreement with Furrs' theory is the study carried out by Auty and Lewis (2004), where they exposed children to a scene from a popular children's movie; home alone. A controlled group saw the scene with a product placement while other children saw the same scene without any placement. This experiment revealed that the children in the controlled group were highly likely to choose the product placed which they saw, however this influence in choice was for only children who had previously watched the movie before without the product placed. Based on this, Auty and Lewis resolved that it is the "reminder effect" of product placements that encourages the brand choices of young audiences. Supporting their claim Zajonc: Carlson et al. (2009) suggest that "mere repeated exposure of the individual to a stimulus is a sufficient condition for the enhancement of his attitude toward it" meaning that product placements has an effect on viewers on brand choices and attitude even when the audiences cannot remember the brand and its product (Law & Braun, 2000).

Numerous amounts of research into "cognitive psychology" have shown that repeated, unforceful exposure to a formerly unknown incentive leads to an increase in liking for that incentive (Bornstein, 1989). On the basis of all this remarks, e.g., Matthes *et al.* (2015), it is safe to assume or expect that brand placements in TV series produce an effect that tilts towards increase in likeness for a brand on children. Thus, this effect on increase in brand likeness can affect attitude and behavior in brand choice. We must note though that Auty and Lewis did not measure children's brand liking instead they simply observed a brand choice effect on children caused by placing a branded product in a movie previously watched by them before. Consequently, we cannot

conclude that the interpretation of Auty and Lewis's findings as simply an "exposure effect" is justifiable. It is obvious that more research has to be done on the influence product placement in TV series has on children. Andreyer *et al.* (2001) Point out that it is presumed that children are more prone to get affected by advertising because they are not aware of its persuasive nature (Hackley et al. 2008). They only learn of its persuasive powers and are able to recognize it when they get older (Wright *et al.* 2005). When this persuasive knowledge is being made use of, the likelihood for advertisement to affect the children is significantly reduced. Nevertheless, there is contradictory proof on the age which children acquire an adult level of persuasive knowledge of advertising and understanding the concept itself. Turner (2004) mentions that 11-year-olds are equivalent with adults as regards acquiring advertising persuasive knowledge. Johns assumption was based on experimental studies and the prominent "stage model" of Piaget (1929). Other works point out adolescents from 12 years have the same persuasion knowledge as adults (Valkenburg & Cantor, 2001). Others like Rozendaal *et al.* (2010) maintain the logical idea that the persuasion level of children develops to that of an adult later in life, essentially when they become adults. When it comes to the effects of product placements, there is no common ground as regards the area of age as a factor to the persuasive effect. It is essential to bear in mind that most of the studies carried out did not make use of samples that cover a wide age range therefore their findings cannot be used to generalize all children. For example, Auty and Lewis (2004) only sampled children of age 6, 7, 11 and 12. Other studies were not able to vary the age of children (Boyland and Halford, 2013; Pempek & Calvert, 2009). Matthes and Naderer (2007) believe that findings available for regulating the role of age is not convincing. This point is further buttressed by Buijzen *et al.* (2010), stating that there is a tremendous difference between children in their middle childhood and

children in their late childhood age or adolescence stage. They noted that this differences may reflect on their choice or behavior and change the effect product placement strategy has on them (Buijzen *et al.* 2010). Also, mentioned that It "is, therefore, important to take children's developmental level into consideration when predicting how message characteristics affect the persuasion process" (Buijzen *et al.* 2010). This is especially true for the effects of brand placements in narrative movies. This study aims to contribute to the literature about product placements by covering a broader age range than existing studies: 6–14 years.

2.6 Theoretical Framework

The present study combines two theories of mass communication because it looks at the effect product placement has on its audience as well as how its audience uses the information gotten through this strategy of product placement. Cultivation theory and uses and gratification theory is expanded below.

2.5.1 Cultivation Theory

This is an approach to analyzing the effects of television viewing that argues that watching a significant amount of television alters the way individuals view the nature and think about the world surrounding them.

George Gerbner the developer of this approach argues that watching a significantly high amount of television cultivates a distinct view of the world that is sharply at odds with reality. He says that consuming large amount of TV content cultivates a response that Gerbner calls the "mean world" syndrome. This means that those who watch too much TV perceive the world differently from 'light' watchers; heavy viewers as a result of watching a lot of television see a lot of violence and it becomes their reality. For example, they begin to overestimate their chances of experiencing violence

themselves like being kidnapped, shot at randomly or stabbed. They believe that their environment isn't safe or believe an exaggerated increase of crimes in their area. He further stated that violence in television programs may not influence children to exhibit violent behavior but instead;

- Violent programming pushes aside other ways of portraying conflict and makes it an exciting way solving conflict

- It deprives children from having another choice

- Violent programming facilitates the 'victim' mentality

- It discourages production of alternative programming.

The cultivation theory asserts that the theme or principal messages of a television show or program becomes the accepted beliefs and reality of heavy viewers of television (Potter, 1994).

The cultivation theory is one of the most illuminated and meticulously explored approaches of mass communication effects. The idea came from one of Gerbner's works called Cultural Indicators Project in 1969 (Potter, 1993). The hypothesis of this approach is according to Signorelli and Morgan (1990), is that heavy television viewers are predicted to see the real world in ways that are reflected in the television world. Consequently, many researchers decided to see if this hypothesis was true. For example, researchers wanted to see if TV violence had any link to audiences' view of perceiving the world as an unsafe place (Gerbner & Gross, 1976). Many other researchers have used the cultivation theory to discover so many other different mass communication effect hypothesis as a result of heavy TV viewing like the female body expectations which are unrealistic (Kilbourne & Jhally, 1995) and adolescent drinking behavior (Laster, 1993). When Hirsch (1980) reanalyzed the Survey data that Gerbner

and his colleagues from Annenberg School used to declare cultivation effects he discovered that their claim of a relationship between heavy TV viewers and reality disintegrates when non-viewers and extreme viewers are included in the mix. Additionally, they observed that if any two of a controlled variable also added to the mix can totally discredit the cultivation effect.

Finally Hetsroni (2012) points out that the relationship between possessing certain attitudes towards a particular phenomenon like love or a brand and different levels of watching television can be accounted for by cultivation theory because it suggests that since television is a significant communication instrument and a very effective storyteller thereby causing heavy viewing to convey with it an acceptance of estimated views that are one sided or unduly represented on the screen in comparison to actual daily real life occurrences (Morgan, 1999). Cultivation is not a replication of what happens in television shows or content instead it is a reflection of ideas formed by viewers after evaluation and internalization of the basic ideas portrayed in television shows. About culture, beliefs and social reality (Gerbner *et al*. 1980). The cultivation effect involves two kinds. The first one which is known as a first-order effect denotes the positive relationship between excessive viewing and biased view of the world, for example, inaccurate assessment of the increase of particular occupations in direct proportion with its portrayal on television. The second kind is the interrelatedness between heavy viewing and attitudes that are gotten directly from televised messages. For example, agreeing with capital punishment for crimes that are often portrayed on television as producing serious destruction, is termed second-order effect (Gerbner *et al*. 1980; Hawkins & Pingree, 1982). Cultivation is believed to happen when there is a relationship between the quantity of time one spends constantly or as a habit to watching television and the tendency to display the 'first and second order effects'

(Morgan & Shanahan, 2010). Cultivation occurs because people translate information while watching television, and place this information in their memory without even realizing it. Also, depending on the translated information is the basis for cultivation effect because heavy viewers will gather more information than light viewers, translate them, then store them up (Shrum *et al.* 2004).

2.5.2 Uses and Gratifications Theory

This approach of mass communication effects views audience members as active receivers or users of the media. Gaining only information that interests that or information which they seek to find from the media. Use and gratification theory is based on the following assumptions;

- That the audience has wants and needs which has to be satisfied. Therefore, they use the media to satisfy these wants and needs.

- That the media competes with other sources that can provide gratification for the audience. For example, books, indoor games, story time, painting, sleep etc.

- That the audience members are aware of these choices and them consciously

- And that our judgment of the value of each media has to come from the viewpoint of the audience.

This theory was established by communication experts and sociologists in the 1940s when researching the radio and the effectiveness of mass media communication (Luo 2002). The theory's focus is on the relationship between an active audience and its use of the media. It seeks to find out why people use a particular media and what do they derive from using it? The uses and gratification social media model focuses on 3 broad view of the use social media namely pleasure, self-confidence and empowerment.

Even though the Uses and Gratifications Theory was discovered during the study of the radio, it is applicable now even accurately to new media practices especially Social networking sites. It took 38 years for the radio to reach 50 million users and 9 month for Facebook to reach 100 million users (Qualman 2009).

Even though this theory was originally established to explore traditional media like radio, television and newspaper, its attention is on what media users do with the media rather than the looking at the power the media has on them (Potter, 2000). Audiences are able to choose any kind of media so as to satisfy a particular gratification. Uses and Gratification Theory supposes that users are aware while making their choice of a preferred media and how they make use of it, depending on the social and psychological needs of the user. Taking into consideration the kind of gratification the user seeks to satisfy (Katz *et al.* 1973). Meaning that this theory enables users take control of the preferred media to make up for their purpose. It also focuses on the reason behind the audience use of the media and the actions of audience as a result of using the media. Consequently, Uses and Gratifications Theory can be put into two categories known as the "gratification sought" and "gratification obtained". The former meaning user's motives and the latter meaning fulfilling these motives. Joines *et al.* (2003), have further extended the uses and gratification theory and have come up with five central ideas:

- For information seeking;
- For convenience;
- For entertainment;
- To pass the time/leisure and
- For Interpersonal use;

This indicates that the audience make use of the media for several purposes to fulfill specific personal needs and that media users are not passive but active because they can decide to stop using they media if they don't find they gratification or satisfaction they desire.

2.5.3 Theories Relevant to the Study

This study acknowledges the audience free will of media use as pointed out by the uses and gratification theory but it also doesn't deny or overlook the existence and powerful influence media messages (no matter how subtle) can be on the audience especially active 'heavy television viewers' who are regularly exposed to media messages as pointed out by the arguments presented in cultivation theory. For example, the audience who consistently follow a TV series which can have a life span ranging from several weeks to several years even though willingly choose to do so to gratify a need also end up being influenced as a result of what they see either to change their life style, attitude or behavior (Hetsroni, 2012).

Chapter 3

RESEARCH METHODOLOGY

Research Methodology chapter covers and explains how the researcher carried out the research. It explains the Research Methodology, Research Design, Data Collection Instrument, Population and Sample, Data Collection Procedures, Data Analysis Procedures, Validity and Reliability of Data Collection Instrument.

3.1 Research Methodology

In this study, quantitative research methodology has been used since the researcher is interested in exploring the quantity of how influential and effective product placement strategy is on consumers especially families who watch Nigerian TV series that contain product placement strategy. The researcher wants to be able to quantify her findings.

Bouma and Atkinson (1995) describe quantitative research methodology of research that is logical, structural, wide yet measured. This kind of research provides the opportunity for data to be collected properly and efficiently. It helps in the increase of accuracy in respondents' answers. Quantitative study makes use of numerical data analysis. All data gathered and analyzed must be in statistical form (Muijs, 2010). Agreeing with Muijs, Ferguson *et al.* (2003) point out that quantitative methodology is based on quantities or numerical information and they are typically associated with statistical analyses. He further explains that it is best used for analyzing individual opinions, attitudes and behavior.

An in-home questionnaire was prepared and administered to parents/guardians and children between the ages of 12-17 living in Maitama, Abuja, Nigeria during the summer period of 2016. Quantitative study makes use of numbers for its data analysis, hence quantitative research methodology has been preferred for the present study.

3.2 Research Design

This study is a case study of Nigerian children living in the municipal area of Maitama, in the federal capital territory of Abuja Nigeria, during the summer period of 2016. First a proposal containing the topic aim and objectives of the study was prepared upon approval the research commenced. Next, an in-house questionnaire was prepared and when through series of reviews. This was done in the month of June. The questionnaires were then dispersed to a sample of 300 chosen from the residents of Maitama between the month of July and August. The month of September and October was used to study related literature. Next, data collected was imputed into the SPSS to collate analysis and findings in the month of November. The month of December findings were interpreted and conclusions along with suggestions for further research. According to Cassell and Symon (2004), a case study research encompasses a very widespread and detailed survey with collected data over a period of time and aims to examine its findings based on the context for which the survey was being prepared. Also, Shillings (2007) refers to a case study research as an in-depth investigation of events, phenomenal reflection within a given framework for investigative purposes, expansion, developmental and theoretical testing. Case study research can either be quantitative like the present study, qualitative or a mix of both methodologies.

3.3 Data Collection Instrument

For the purpose of this study, an in-house questionnaire was prepared and delivered. The questionnaire was distributed and collected in Nigeria, Abuja during the summer

period of 2016. The researcher distributed questionnaires in order to get information and gather data. The questionnaire which was in a paper form contains a series of questions arranged and formulated specifically to fit the topic for this study was filled by the respondents manually by hand and not online. This gave the researcher a better chance of retrieving copies distributed and reduced the risk of procrastination and hesitation by willing respondents. The respondents were required to tick appropriate options provided for them and the researcher made use of the Likert Scale in order to measure attitudes respondents.

The questionnaire contained about 41 questions, divided into 7 categories. The first category was designed to retrieve demographic information about the respondents. This section contained 9 questions, 7 questions were on product placement awareness, 3 questions were on the presence of product placement in TV series, 4 questions were for product placement and children, 4 questions were for the perception of product placement and 8 questions for the influence of product placement. Question 17 to 20 contained sub sections with questions/statements on the five-point Likert Scale which ranges from the number 1 representing the variable 'strongly agree' to number 5 representing the variable 'strongly disagree. Values were given based on (Balci, 2009) scale division: 1=Strongly Agree, (1-1.79 SA) 2=Agree, (1.80-2.59 A) 3=Undecided, (2.60-3.39 U) 4=Disagree (3.40-4.19 D) and 5=Strongly Disagree (4.20-5 SD).

3.4 Population and Sample

The researcher focused on the Nigerians residing in Abuja, Maitama metropolis during the summer period of 2016. Nigeria has 36 states with the population of over 180million residents (NPC-2016), the federal capital city, Abuja was chosen by the researcher from which the sample was drawn from. Abuja has about 2,440,200

residents. Abuja comprises of 6 local government area and Maitama district falls under AMAC- Abuja Municipal Area Council.

For the present study, 300 surveys were distributed. The researcher was able to retrieve 291 copies, 9 copies were not retrieved and 11 copies were unusable as there were inconsistencies and irregularities as the respondents didn't follow the instructions or meet requirement to fill the questionnaire. This was noticed while the researcher was going through and cross checking the forms during the SPSS entry process. Therefore 280 copies of the questionnaires were used.

The researcher made use of more cluster sampling method (Barreiro and Albandoz, 2001) because the general population; Nigeria for which the research is based on is too large. The two-stage sampling is a specific method of cluster sampling that does not select all the components of the clusters. Instead some of the components are chosen randomly. The first clusters are called primary elements and the clusters are called secondary elements. This is done so that each cluster can be regarded as a group in each stage. For this study, the population of the country Nigeria was divided into clusters (states, metropolises, quarters) that was heterogeneous inside (referring to media consumption, gender and age difference) but homogeneous among them. (Referring to them being Nigerians and geographical affiliation). It would be unrealistic, time consuming and expensive to use one method. Also, if only one sampling method was applied, chances of error in the result may be increased. Therefore, the researcher made use of random probability sampling method when choosing the city Abuja to sample and cluster sampling which is a form of random sampling for Maitama metropolis and people to sample. The survey was only open to both males and females of ages 12 and above.

3.5 Data Collection Procedures

This research which is quantitative is designed to collect data from sample through a questionnaire (questionnaire can be found in Appendix B). Those who were asked to fill the surveys were given ample time to fill the survey. Only children (dependents) between the ages 12-17 were allowed to fill the required section in the questionnaire ass earlier stated the research took a sample from residents of Maitama. Only a maximum of 3 persons from each family including children were allowed to fill the questionnaire. A random door to door, street to street approach was used to distribute the questionnaire. The questionnaire didn't include a question for the respondents to fill their names so as to reduce the possibility of refusal to fill the surveys and to make them honest while filling the surveys. This was done also to protect their privacy. The first part of the survey questions featured general demographic questions while the other part contained questions related to the study.

3.6 Data Analysis Procedures

The survey which was distributed and completed amongst Nigerians living in Abuja, Maitama metropolis with a population of about 590,400 (NPC, 2006). 280 questionnaires retrieved were imputed into the IBM software SPSS (Statistical Package for the Social Sciences) in thematic order. The surveys were numbered by the researcher after collection since there were no names on each copy for better entry into the SPSS. This was done to help her keep track and crosscheck already entered data. Data was entered form by form, question by question in order to avoid mistakes while collating data.

3.7 Validity and Reliability of Data Collection Instrument

A pilot study was conducted in the Eastern Mediterranean University among Nigerian students aged 18 and above shorty before the spring semester was over. The students

were selected from within and outside the Faculty of Communication and Media Studies. This was done to boost the content validity of the survey.

The validity of any research refers to its truthfulness, authenticity, and indicates how ideas match reality Neuman (2003). Furthermore, the validity of any research study enquires and discourses how the reality that has been measured by the questionnaire matches with the theoretical hypothesis which the researcher has in mind and uses to understand it (Neuman, 2003).

According to (Neuman, 2003) the reliability of a research work points to its trustworthiness, dependability and regularity of the work. The reliability of the survey is tested and verified using Cronbach alpha. Cronbach alpha 0.79 according to Neuman (2003) indicates the good reliability of the measuring device (.70) which is usually accepted result shows that it is meaningful and reliable as it is shown below.

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.701	20

After the pilot study among selected Nigerian students above 18 years in Eastern Mediterranean University, modifications and corrections were made on the questionnaire by the supervisor before it was distributed for the main study. The questionnaire was later distributed to the residents of Abuja, Maitama in Nigeria and the questionnaire were analyzed with the IBM software SPPS.

Chapter 4

ANALYSIS AND FINDINGS

The compilation for the analysis and findings of the survey was done using the IBM Statistical Package for Social Science software (SPSS). This chapter presents analysis of the results from the survey, discuss the results and findings of the entire survey. The analysis that is provided will be descriptive. Frequencies, graphs and chat provided will be broken down and explained. This chapter contains Analysis of Demographic Characteristics of the Respondents, Analysis of Questions on TV usage, Analysis of Questions on Product Placement Perception and Analysis of Attitude Scale Statements.

4.1 Analysis of Demographic Characteristics of the Respondents

This study was carried out with the aid of a survey. This section takes a look at the responses pertaining to the first part of the survey which seeks to provide demographic information the respondents as regards to their age, gender, level of education, status and the respondents' exposure to the form of media which the study focused on.

300 surveys where distributed. The researcher was able to retrieve 291 copies. 11 copies were unusable as there were inconsistencies noticed while the researcher was going through and cross checking the forms during the SPSS entry process. Questions which required only one answer had two or more ticked while some questions were not answered altogether despite the option of 'undecided' provided in the options based on the Likert Scale used. The researcher analyzed 280 questionnaires.

Table 2: Gender

Gender	Frequency	Percentage
Female	52	46
Male	61	54
Total	**113**	**100**

Table 2 shows the gender distribution at a total of 113 respondents being examined. Table 2 reveals a male percentage of 54 and a female percentage of 46, leading to a higher male frequency compared to female respondents.

Table 3: Age

Age	Frequency	Percentage
18-24	29	25.7
25-31	41	36.3
32-38	25	22.1
39 and over	18	15.9
Total	**113**	**100**

Table 3 clearly shows that the 113 respondents were grouped into four age categories. Respondents within ages 25-31 ranked highest, with a percentage of 36.3. Respondents within ages 18-24 had a percentage of 25.7, closely followed by respondents within ages 32-38 with a percentage of 22.1 and finally respondents within ages 39 and over ranked a percentage of 15.9. The respondents cover for all the age groups essential for the analysis of this survey. The represented age brackets cover for the legal age of adult minds within the Nigerian context, capable of understanding media content.

Table 4: Level of education

Level of Education	Frequency	Percentage
High School	11	9.7
Diploma	13	11.5
Bachelor	74	65.5
MA OR PHD	15	13.3
Total	**113**	**100**

Table 4 clearly shows that respondents are learned therefore, capable of reading and understanding the concept of the questionnaire administered; hence competent to make informed decisions.

Table 5: How many children do you have?

No. of Children	Frequency	Percentage
1 (one)	19	16.8
2 (Two)	18	15.9
3 (Three)	14	12.4
4 (Four or Five)	11	9.7
6 (Six or More)	4	3.5
None	47	41.6
Total	**113**	**100**

Table 5 shows the total number of children the respondents cater for. Results show that 16.8% cater for one child, 15.9% - two children, 12.4% - three children, 9.7% - four or five children and 3.5% cater for six or more children. However, 41.6% cater for none.

4.2 Analysis of Questions on Television Usage

This section covers question six (6) to sixteen (16) of the survey. The questions were to find out the respondent's usage and exposure to Television programs, TV series and the branded products placed in these programs.

Table 6: For how long do you watch TV in a day?

		Frequency	Valid Percent	Cumulative Percent
Valid	None	18	15.9	15.9
	1-3 hours	59	52.2	68.1
	4-5 hours	23	20.4	885
	6-7 hours	10	8.8	97.3

		Frequency	Valid Percent	Cumulative Percent
	8 and above	3	2.7	100
Total		**113**	**100**	

Table 6 shows the duration dedicated by respondents to watching TV daily. The results reveal the highest frequency of 59 respondents dedicating 1-3 hours to TV viewing. 23 respondents dedicate 4-5 hours, while 18 respondents do not view television at all. Furthermore, 10 respondents spend a total of 6-7 hours daily and 3 respondents allocate 8 hours and above to watching television on a daily basis. The aim of this study is to explore how product placement strategy influences Nigerians. Therefore, Table 7 is vital to ascertain respondents' exposure to TV programs. Indeed La Ferle and Edwards (2006) stated that branded products appears at least once in every 3 minutes of TV programming. This indicates that in 3 hours, a viewer would have been exposed to about 60 brands or at least one brand 60 times. The frequency of this exposure is enough to leave a lasting impression on the viewer's mind.

Table 7: What medium do you watch TV series most?
		Frequency	Valid Percent	Cumulative Percent
Valid	TV	67	59.3	59.3
	Online	17	15.0	74.3
	Other Gadgets	29	25.7	100.0
Total		**113**	**100**	

Table 7 represents the type of medium respondents use to watch TV series. Because of the change in trend and the way technology has evolved, people are not confined to the traditional or conventional methods of way of watching TV. Gadgets are smaller, portable and personalized to give a sense of flexibility to each viewer. TV series can now be downloaded onto mobile phones, IPads, computers or watched online. Table 7

reveals that the majority of the respondents with a percentage of 59.3 watch TV series on Television. 15.0% of the respondents watch TV series online, while 25.7% watch TV series on other gadgets.

Irrespective of what medium respondents watch TV series, it proves that either way people are exposed to product placement strategy.

Table 8: What are your priorities when choosing the TV series to watch?

		Frequency	Valid Percent	Cumulative Percent
Valid	Theme	42	37.2	37.2
	actor	32	28.3	65.5
	genre	19	16.8	82.3
	producer	6	5.3	87.6
	others	14	12.4	100
Total		**113**		

Table 8 reveals that the highest percentage of respondents (37.2%) prioritize the selection of TV series to watch on the basis of the theme. 28.3% prioritize actors in the selection of TV series while, 18.6% prioritize genre. On the other hand, 12.4% have a preference for others when choosing TV series and 5.3% have a preference for producers in the selection of TV series to watch.

Table 8 serves as a suitable guide for producers and manufacturers on product placement strategy. Also, it helps script writers and marketers to know how to incorporate the brand into the programs in a way that is appealing to the audience. Therefore, the theme, actor and genre of the play should be the highest considered factors.

Table 9: Which of these Nigerian TV series do you watch?

		Frequency	Valid Percent	Cumulative Percent
Valid	Jenifa's diary	29	25.7	25.7
	Super story	23	20.4	46.0
	Tinsel	11	9.7	55.8
	All of the above	29	25.7	81.4
	None	21	18.6	100
Total		113		

Table 9 shows that the highest percentage of respondents (25.7%) watch Jenifa's dairy which is a comedy, with 20.4% of the respondents watching Super story which is a drama. Tinsel which is a modern soap opera has a total of 9.7%, while 18.6% of the respondents watch none of the above-mentioned Nigerian TV series. From the total of 113 respondents, 25.7% watch all of the above-mentioned series. The researcher chose three out of the top ten Nigerian TV series according to the Nigerian newspaper; leadership (*www.leadership.ng.com*). Table 9 helps to leave a lasting referral on product placement, in the minds of respondents so, viewing Nigerian TV series brings to memory the actuality of this research purpose.

Table 10: I understand what product placement is

		Frequency	Valid Percent	Cumulative Percent
Valid	Yes	88	77.9	77.9
	No	13	11.5	89.4
	Undecided	12	10.6	100
Total		113		

Table 10 shows respondents' level of understanding about product placement is. 77.9% of respondents affirm to understanding what product placement is. 11.5% are

unaware of what product placement means, while 10.6% are undecided. This indicates that almost all respondents can relate with the concept of product placement strategy.

Table 11: I recognize product placement in a TV program

		Frequency	Valid Percent	Cumulative Percent
Valid	Yes	81	71.7	71.7
	No	22	19.5	91.2
	Undecided	10	8.8	100
Total		**113**		

Table 11 reveals that 71.7% recognize product placement in a TV program, with 19.5% unable to recognize product placement and 8.8% undecided on recognizing product placement on a TV program. As depicted in Table 10 and 11, the highest frequency of respondents understand and recognize product placement on a TV program.

Table 12: I am familiar with product placement strategy in Nigerian TV series

		Frequency	Valid Percent	Cumulative Percent
Valid	Yes	65	57.5	57.5
	No	34	30.1	87.6
	Undecided	14	12.4	100
Total		**113**		

Table 12 reveals that 57.5% of the respondents

shows that even though more than half of the respondents recognize product placement strategy used in TV programs based on Table 12. The percentage of those who recognize it in Nigerian TV series reduces to about 43.2% which is less than half

of the entire respondents. Those who don't recognize product placement are 36.1% of the respondents. Those who are unsure take up 20.6% of the respondents which is almost consistent for Table 10, 11 and 12.

Table 13: I am aware of product placement strategy when I am watching a Nigerian TV series

		Frequency	Valid Percent	Cumulative Percent
Valid	Always	40	35.4	35.4
	Often	16	14.2	49.6
	Sometimes	35	31.0	80.5
	Never	12	10.6	91.2
	Undecided	10	8.8	100
Mean		22.6		
Total		**113**		

Table 14 shows that 25.7% are always aware of product placement strategies when watching Nigerian TV series, 16.8% are often times aware, and 28.2% are sometimes aware. This means at least 70.7% this means that even though respondents are aware of the products placed in TV series while watching it, they may not recognize them as product placement strategy. This means that the respondents may see the products placed as more natural and part of reality rather than a type of advertising or marketing strategy. 13.2% are never aware of the presence of products placed when watching Nigerian TV series while 16.1% are unsure.

Table 14: Which of these techniques do you or your children notice most?

		Frequency	Valid Percent	Cumulative Percent
Valid	Screen placement	41	36.3	36.3
	Script placement	13	11.5	47.8
	Plot placement	26	23.0	70.8
	All	26	23.0	93.8
	None	7	6.2	100
Total		**113**		

There is a variety of techniques used to place products in TV series. Table 14 shows which technique is mostly noticed by children while watching TV series. This is helpful to know which appeals more to children, which catches their attention and consequently how effective product placement is. 27.1% of respondents which is the highest percentage notice screen placement which basically just displays or infuses the product in the background in a scene. Plot placement makes use of the character or the product in the story line in a way that displays or makes mention of the qualities of the product or brand is the second most noticed technique at 20% and finally 11.4% notice the script technique. The script technique is simply when the product is mentioned. 23.6% of the respondents say they notice the 3 techniques and 17.9% don't notice any at all. Looking at the cumulative frequency for the 3 techniques we see that 82.1% notice at least 1 or more of this technique. This percentage confirms the findings of table 11, 12 and 13 which shows that more than half of the respondents are aware of the concept of product placement and recognize it while watching TV series.

Table 15: Which of these techniques is most appropriate to you for TV series?

		Frequency	Valid Percent	Cumulative Percent
Valid	Screen placement	34	30.1	30.1
	Script placement	27	23.9	54.0
	Plot placement	27	23.9	77.9
	All	18	15.9	93.8
	None	7	6.2	100
Total		**113**		

Table 16 shows which of the above techniques respondents feel is more appropriate for TV series. 31.4% of the respondents feel screen placement is more appropriate, 19.6% feel script placement id more appropriate, 18.2% go with plot placement and 15.4% see all as appropriate. 15.4% say none of the techniques is appropriate. This

percentage is almost the same with the number of respondents who don't notice any of the techniques based on Table 15.

Table 16: Which of these Nigerian TV series have you noticed product placement?

		Frequency	Valid Percent	Cumulative Percent
Valid	Jenifa's diary	40	35.4	35.4
	Super story	30	26.5	61.9
	Tinsel	24	21.2	83.1
	All	14	12.4	95.5
	None	5	4.5	100
Total		**113**		

Similar to Table 10, in Table 17, the researcher chose 3 out of the top 10 Nigerian TV series according to the Nigerian newspaper, leadership and asked the respondents from which of those 3 Nigerian TV series which they watch do they notice product placement strategy the most. Since they are among the top 10 most watched TV series in Nigeria, this Table shows that the 3 series carries product placement strategies and the audience notice them. 32.1% have noticed product placement in Jenifas Diary, 26.8% noticed in Super Story, 18.2% notice in Tinsel and 10% notice product placement in all of them.

4.3 Analysis of Attitude Scale Statement on Product Placement Strategy Perception

This section covers question 17 to 20 of the survey where the Likert Scale was applied. The questions were to find out the perception of respondents towards their exposure to product placement strategies in television programs and TV series. What is more, how these strategies influence them in terms of life style and shopping changes.

Table 17: I don't mind seeing brand names products in TV series

	Frequency	Valid Percent	Cumulative Percent

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	31	27.4	27.4
	Agree	45	39.8	67.3
	Undecided	17	15.0	82.3
	Disagree	16	14.2	96.5
	Strongly disagree	4	3.5	100
Total		**113**	**100**	

Table 18 above shows that 40.7% which makes up 114 number of respondents agree with the statement "I don't mind seeing branded products in TV series if they are placed for advertising purpose" 72 respondents, i.e. 25.7% strongly agree and (33 respondents) 15.4% are undecided. 11.8% disagree with the above statement and 6.4 strongly disagree. Results show that product placement is less irritating to the viewer unlike traditional advertising.

Table 18: I would prefer watching a TV series without product placement

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	21	18.6	18.6
	Agree	47	41.6	60.2
	Undecided	19	16.8	77.0
	Disagree	19	16.8	93.8
	Strongly disagree	7	6.2	100.0
Total		**113**		

Table 19 shows that 54 respondents which makes up 19.3% strongly agree that they would prefer watching TV series without product placement. 15 respondents that is 5.4% strongly agree that they would prefer watching their TV series without product placement. 21.8% are undecided about the statement but 19.6% that is 55 of the respondents disagree that they would prefer watching TV series without product placement. 95 respondents which makes up 33.9% strongly disagree with the statement. This confirms the result in Table 18.

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Table 19: I would avoid watching a TV series if I knew beforehand that brands are placed in it for advertising purposes

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	20	17.7	17.7
	Agree	32	28.3	46.0
	Undecided	24	21.2	67.3
	Disagree	28	24.8	92.0
	Strongly disagree	9	8.0	100
Total		113	100	

Table 20 represents the result of the statement "I would avoid watching a TV series if I knew beforehand that brands are placed in it for advertising purposes." 45 respondents out of 280 which represents 16.1% strongly agree with the statement. 23 respondents agree with a percentage of 8.2 %. 24.3% which makes up 68 respondents are undecided. 73 respondents disagree with the statement i.e. 26.1% respondents and the remaining 25.4%, 71 respondents strongly disagree.51.5% as against 24.3% disagree with the statement which again shows that product placement isn't a bother to them.

Table 20: I don't mind if brand names appear on TV series

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	35	31.0	31.0
	Agree	45	39.8	70.8
	Undecided	17	15.0	85.8
	Disagree	12	10.6	96.5
	Strongly disagree	4	3.5	100
Total		113		

Table 21 represents the statement "I don't mind if brand names appear on TV series". It shows that 32.9% respondents strongly agree with the statement, 39.3% agree while 13.2% are undecided. 10% of respondents disagree with the statement and 4.6%

strongly disagree that brand names should appear on TV series. This shows that viewers are comfortable with this style of advertising because when watching series, people prefer not to be distracted or have breaks (Kaya and Ayman 2015).

Table 21: Product placement of Tobacco and Alcohol should be banned from TV series (for family/children)

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	53	46.9	46.9
	Agree	33	29.2	76.1
	Undecided	10	8.8	85.0
	Disagree	13	11.5	96.5
	Strongly disagree	4	3.5	100
Total		113		

Table 22 represents the statement which says that product placements of Tobacco and Alcohol should be banned from TV series especially those specifically for families and children. 45.7% strongly agree that tobacco and alcohol products shouldn't be placed on children/family shows. 30.7% of respondents agree that those kinds of products shouldn't be placed. 9.3% are undecided, 8.2% disagree with the statement while 6.1% strongly disagree.

Table 22: I don't mind brand names that promote healthy living such as hygiene

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	48	42.5	42.5
	Agree	32	28.3	70.8
	Undecided	11	9.7	80.5
	Disagree	12	10.6	91.2
	Strongly disagree	10	8.8	100
Total		113		

Table 23 shows that 44.3% of respondents don't mind brand names that promote healthy living such as Hygiene to appear on TV series for family or Children, 32.1% also agree that such brands can be placed in TV series but 9.3% are undecided about it. 7.5% of respondents disagree though while 6.8% strongly disagree.

Table 23: Tobacco and Alcohol products should be used in TV series to show the adverse effects of such products

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	38	33.6	33.6
	Agree	41	36.3	69.9
	Undecided	18	15.9	85.8
	Disagree	11	9.7	95.6
	Strongly disagree	5	4.4	100
Total		**113**		

Table 24 shows the views of the respondents on the statement "tobacco and alcohol products should be used in TV series to show the adverse effects of such products". 31.4% strongly agree with the statement, 33.2% agree with the statement, 17.1% are undecided about weather products like tobacco or alcohol should be placed in such a way that it portrays the adverse effect of taking them. 10.7% of respondents disagree with this view while 7.5% strongly disagree that these kinds of products be placed on TV series in such manner.

Table 24: I don't mind if fast food brand names are placed in TV series

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly Agree	18	15.9	15.9
	Agree	43	38.1	64.0
	Undecided	24	21.2	75.2
	Disagree	22	19.5	94.7
	Strongly disagree	6	5.3	100
Total		**113**		

Table 25 above represents the statement "I don't mind if fast food brand names are placed in TV series". Based on the results as shown in the table above 25.0% strongly agree with the statement that it is okay to place fast food brands, 37.1% agree that it is

ok. 18.9% of respondents are undecided, 12.1% disagree to the statement and 6.8% strongly disagree that fast food brands should be placed in TV series.

Table 25: I consider product placement to be a form of ad in disguise

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	25	22.1	21.1
	Agree	39	34.5	56.6
	Undecided	29	25.7	82.3
	Disagree	17	15.0	97.3
	Strongly disagree	3	2.7	100
Total		113		

Table 26 shows the perception respondents have towards product placement strategy. 20% of respondents strongly agree that they consider product placement to be a form of advertisement in disguise, 29.6% agree with the statement above, 28.9% are undecided if they consider product placement a form of advertisement or not. 15.4% don't consider product placement a form of Advertisement while 6.1% strongly disagree with the statement above.

Table 26: When brand name products appear in TV series, I consider it a form of paid ad

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	18	15.9	15.9
	Agree	44	38.9	54.9
	Undecided	28	24.8	79.6
	Disagree	21	18.6	82.9
	Strongly disagree	2	1.8	100
Total		113		

Table 27 shows that when brand name products appear in TV series 19.6% respondents strongly consider it a form of paid advertisement, 37.9% consider it a form of paid

advertisement, 23.9% are undecided while 14.6% don't consider it to be advertisement and 3.9% strongly disagree that it is paid advertisement.

Table 27: Brand name products should not be in TV series if they are placed for promotional purposes

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	14	12.4	12.4
	Agree	41	36.3	48.7
	Undecided	27	23.9	72.6
	Disagree	23	20.4	92.9
	Strongly disagree	8	7.1	100
Total		**113**		

Table 28 reveals that 10.7% of the respondents strongly feel that branded products should not be in TV series if they are placed for promotional purposes. 27.9% of respondents feel branded products should not be in TV series if they are placed for promotional purposes, 32.1% are undecided. 21.8% disagree and 7.5% strongly disagree with the above statement.

Table 28: The media are misleading audience by disguising brands as props in TV series

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	22	19.5	19.5
	Agree	31	27.4	46.9
	Undecided	31	27.4	74.3
	Disagree	24	21.2	95.6
	Strongly disagree	5	4.4	100
Total		**113**		

Table 29 represents the statement "The media are misleading audience by disguising brands as props in TV series".16.8% strongly agree, 26.1% agree 26.8% are undecided, 22.5% disagree and 7.9% strongly disagree.

Table 29: It is unethical for TV producers to influence the audience by including brand name products in their shows

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	11	9.7	9.7
	Agree	40	35.4	45.1
	Undecided	35	31.0	76.1
	Disagree	20	17.7	93.8
	Strongly disagree	7	6.2	100
Total		113		

Table 30 shows that 14.3% of respondents strongly agree that it is unethical for TV producers to influence the audience by including brand name products in their shows, 31.1% agree, 28.2% are undecided, 21.1% disagree and 5.4% strongly disagree.

Table 30: I am influenced by the brands I see in TV programs

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	14	12.4	12.4
	Agree	50	44.2	56.6
	Undecided	26	23.0	79.6
	Disagree	17	15.0	94.7
	Strongly disagree	6	5.3	100
Total		113		

Table 31 represents respondents feeling to the statement "I am influenced by the brands I see in TV programs" 15% strongly agree with the statement, 36.4% agree with the statement, 24.3% are undecided. 18.2% don't believe that brands they see in TV programs influences them while 5.2% strongly disagree with the statement.

Table 31: TV audiences are subconsciously influenced by the brands they see in programs

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	29	25.7	25.7
	Agree	55	48.7	74.3
	Undecided	16	14.2	88.5
	Disagree	12	10.6	99.1
	Strongly disagree	1	0.9	100
Total		113		

Table 32 shows that 21.4% strongly agree that TV audiences are subconsciously influenced by the brands they see in programs, 37.9% agree. 23.6 are undecided, 14.6% disagree with the statement while 2.5% strongly disagree.

Table 32: I am more likely to buy a product if it is featured in a TV series watched

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	23	20.4	20.4
	Agree	45	39.8	60.2
	Undecided	25	22.1	82.3
	Disagree	15	13.3	95.6
	Strongly disagree	5	4.4	100
Total		113		

Table 33 shows that 22.5% that they are more likely to buy a product if it is was featured in a TV series they watched, 33.6% agree with the statement, 26.8% are undecided about the statement while 13.9% disagree with the statement and 3.2% strongly disagree.

Table 33: My kids request for brands featured on TV series watched

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	16	14.2	14.2
	Agree	47	41.6	55.8
	Undecided	33	29.2	85.0
	Disagree	14	12.4	97.3
	Strongly disagree	3	2.7	100
Total		**113**		

Table 34 shows that 16.4% of respondents strongly agree to the statement above, 33.6% agree, 31.8% are undecided.11.4% disagree while 6.8% strongly disagree that their kids request for brands featured on TV series they watch.

Table 34: Kids change their lifestyle to fit brand names featured on TV series

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	20	17.7	17.7
	Agree	43	38.1	55.8
	Undecided	36	31.9	87.6
	Disagree	11	9.7	97.3
	Strongly disagree	3	2.7	100
Total		**113**		

Table 35 shows that 24.6% strongly agree with the statement "Kids change their lifestyle to fit brands names featured on TV series" 31.8% also agree with the statement but 28.6% of the respondents are undecided. 11/1% disagree while 3.9% strongly disagree.

Table 35: Product placement in TV shows might make me want to use the product if it is associated with an actor I like

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	21	18.6	18.6
	Agree	47	41.6	60.2
	Undecided	23	20.4	80.5
	Disagree	14	12.4	92.9
	Strongly disagree	8	7.1	100
Total		**113**		

Table 36 shows that 22.5% of respondents agree that product placement in TV shows might make them want to use the product if it is associated with an actor they like. 37.1% agreed with this notion, 25% are undecided. 11.1% disagree with the statement while 4.3% strongly disagree

Table 36: The presence of brand name products in television shows makes them more realistic

		Frequency	Valid Percent	Cumulative Percent
Valid	Strongly agree	21	18.6	18.6
	Agree	47	41.6	60.2
	Undecided	25	22.1	82.3
	Disagree	13	11.5	93.8
	Strongly disagree	7	6.2	100
Total		**113**		

Table 37 shows that 26.1% respondents strongly agree that the presence of brand name products in television shows makes TV shows more realistic, 35.7% agree with the statement. 21.1% are undecided. 13.2% do not agree that the presence of brand name products in television shows makes them more realistic while 3.9% strongly disagree.

4.4 Analysis of the Attitude Scale Statements

This study made inquiries as to how respondents feel towards product placement strategy and how they are affected by it based on the TV series they watch. As earlier stated, the researcher attached values to their choices on an attitude scale in the survey questions. For the present study 1 stands for Strongly Agree, 2 stands for Agree, 3 stands for Undecided, 4 stands for Disagree, 5 stands for Strongly Disagree. Balcı (2009) recommends that the division for the five-point Likert Scale should go thus: (1-1.79) represents Strongly Agree, (1.80- 2.59) represents Agree, (2.60- 3.39) represents Undecided, (3.40- 4.19) represents Disagree and (4.20- 5.0) represents Strongly Disagree. Using the five point Likert scale, respondents were asked how strongly they agreed with the statements or not.

Table 37: Likert Scale Statements, Means and corresponding Attitudes

Statement	Means	Attitude
I don't mind seeing brand names products in TV series if they are placed for advertising purpose.	2.32	A
I would prefer watching a TV series without product placement.	2.57	A
I would avoid watching a TV series if I knew beforehand that brands are placed in it for advertising purposes.	2.85	U
I don't mind if brand names appear on TV series.	2.140	A
Product placement of Tobacco and Alcohol should be banned from TV series (for family/children).	1.98	A
I don't mind brand names that promote healthy living such as hygiene.	2.02	A
Tobacco and Alcohol products should be used in TV series to show the adverse effects of such products.	2.29	A
I don't mind if fast food brand names are placed in TV series.	2.38	A
I consider product placement to be a form of ad in disguise.	2.57	A
When brand name products appear in TV series, I consider it a form of paid ad.	2.45	A
Brand name products should not be in TV series if they are placed for promotional purposes.	2.87	U
The media are misleading audience by disguising brands as props in TV series.	2.78	U
It is unethical for TV producers to influence the audience by including brand name products in their shows.	2.72	U
I am influenced by the brands I see in TV programs.	2.61	U
TV audiences are subconsciously influenced by the brands they see in programs.	2.38	A
I am more likely to buy a product if it was featured in a TV series I watch.	2.41	A
My kids request for brand featured on TV series watched.	2.58	A
Kids change their lifestyle to fit brands names featured on TV series.	2.37	A
Product placement in TV shows might make me want to use the product if it is associated with an actor I like.	2.37	A
The presence of brand name products in television shows makes them more realistic.	2.33	A

The above Table 38 unveils the means and corresponding attitudes of respondents based on the recommendation of Balcı (2009) towards product placement advertising strategy in Nigerian TV series. Respondents either agreed or are undecided about the statements given in the survey questions.

Based on the means, respondents agree that they don't mind seeing branded products in TV series even if they were placed for advertising purposes and they don't mind if producers received money for placing brands in their TV series but agreed that they would prefer watching a TV series without products been placed. Respondents were undecided as to whether they would avoid watching a TV series if they knew beforehand that it contained product placements for advertising, but don't mind if brand names are featured in TV series.

As regards product placement and children, respondents agreed that products like tobacco and alcohol should be banned from all TV series specially the ones which are for families and children, they agreed that tobacco and alcohol products which are featured in TV series should show the adverse effects of using such products. Respondents don't mind brand names that promote healthy living to be placed in TV series, they don't mind if fast food brands are also placed but they are undecided as to if they like it when unhealthy brands such as chocolate, and fast foods are promoted or encouraged in TV series.

With respect to the awareness of respondents as to what product placement is, they consider product placement as a form of advertising in disguise and if any brand name appears or is mentioned they consider it a form of paid advertisement. However, respondents are undecided as to whether branded products should be allowed in TV series if they are placed for promotional or advertising purposes. They are undecided as to whether the media is misleading the audience by disguising brands as props, background or part of the narration of a TV series and if it is unethical for TV producers to influence the audience by including branded products in their shows.

Based on statements pertaining to product placement influence, respondents are unsure if children will be influenced by the brands they see in their TV programs but agree that TV audiences (including children) are subconsciously influenced by the brands they see in programs. Respondents agree that they are more likely to purchase a product if they saw or the product while watching a TV series or if it was featured in a TV series they watch so much so that they or their children request for products placed in the TV series they watch especially products that were associated or linked to an actor they liked. Respondents acknowledged that kids changed their lifestyle to fit brands featured on TV series and that the presence of brands in TV series makes Television shows more realistic.

4.5 Chi-Square Tests Results

A Chi-square test was conducted for the questions in the study; this was done in order to determine if there are marked significant differences in participants' attitude towards media usage habits. The result shows that there is a statistically significant difference found in participants' reliance of products on YouTube and the credibility of YouTube beauty advertisements.

4.5.1 Pearson Chi-Square

Table 5: Statements with statistical difference of $p < 0.05$ level

Statements	Value	Df	Asymp. Sig. (2-sided)
I am familiar with product placement strategy in Nigerian TV series	36.388[a]	12	.000
I recognize product placement in a TV program.	23.399[a]	8	.003

I consider product placement a form of ad in disguise	17.516[a]	4	.005
I don't mind if TV producers receive money for placing brands in TV series	30.564[a]	16	.015
I dot mind if fast food names are placed in TV series	26.335[a]	16	.045
TV audiences are subconsciously influenced by the brand they see in programs	26.092[a]	16	.053
Brand name products should not be in TV series if they are placed for promotional purposes	25.408[a]	16	.063
Which of these Nigerian TV series do you watch? (Jenifa's Diary, Super Story, Tinsel)	32.550[a]	16	.008
My kids request for brands featured in TV series watched	8.812[a]	4	.066

In other words, as the result of the chi-square test run, found out that there are some statistically significant differences between the responses of the respondents with respect to the statements presented in Table 47. For 9 items in the questionnaire, it is found that there is statistically significant difference between the responses of the respondents with respect to $p < 0.05$ level.

Chapter 5

CONCLUSION

This chapter presents an overview of the entire study providing a summary for the study. Next the chapter takes a look at its findings based on the research questions it sought to answer, then the conclusion drawn from the research findings. Finally, the study proposes possible areas for further research.

5.1 Summary of the Study

This study was carried out to find out the influence product placement strategy in Nigerian TV series has on Nigerian children. The study was carried out in the summer period of 2016 in the City of Abuja, Maitama metropolis, Nigeria. Due to a tremendous increase and availability of products, production and services, advertisers are left with the burden of thinking and coming up with new ways to showcase and introduce these products and services to consumers and media audiences alike. In turn, these audiences who have been overwhelmed by a lot of advertisement (Baran & Barrosse 2004), have also found ways to avoid as much advertisement as they possibly can each day whether it's by taking bathroom breaks or simply flicking through channels, through the help of technology and media variety they are able to succeed. Hence, the use of Product placement in media program content. This study took a look at this form of subtle and less 'in your face' form of advertising to see the influence is possess on children exposed to it while watching Nigerian TV series.

Product placement is now one of the most significant advertisement strategy relied on by marketers to make products known. Simply put, product placement is made up of

an advertising agency, a manufacturing company or service provider with the help of a marketer coming up with engaging media content that features a particular product or service with the ultimate aim of selling this product or service. Product placement began to acquire attention around the early nineteenth century. At that time products where been featured in novels. Brands and products placed in TV programs where considered to be props and were often donated or placed free (Nelson & McLeod, 2005). But nowadays an average person in the US is exposed to about 3000 brands a day while Studios receive up to $10,000 or more for a product appearance. Even though the ultimate goal of product placement is to nudge consumers to buy the product been placed, there are others purposes for Product placement which is to draw attention to a product, create massive awareness about the product or service, give the product or brand massive prominence in the mind of consumers and influencing consumers' attitudes towards the brand or service.

The researcher made use of quantitative research method for this present study. An in-house survey with about 36 questions was prepared and 300 copies were distributed. However, the researcher retrieved 280 copies which was imputed into the IBM software SPSS (Statistical Package for the Social Sciences) to collate the data. The research was guided by four research questions to determine respondents' knowledge about product placement and the influence it has on them if any.

5.2 Conclusions Drawn from the Study

The aim of this study was to find out from parents; both mother, father and children how product placement advertising strategy used in Nigerian TV series influenced children. This study focused on the influence of product placement strategy used in Nigerian TV series on Nigerian children. The study took a look at 280 respondents

from the municipal area of Maitama, in the capital city of Abuja, Nigeria during the summer period of 2016.

This section contains the research questions earlier stated in chapter 1 and a summary of the findings which answers the research questions for this present study.

RQ1: Is the audience aware of product placement in Nigerian TV series?

Respondents were asked a series of questions on the subject matter like if they knew what Product Placement was, if they could recognize it in a TV program, if they were aware of its placement in Nigerian TV series etc. to find out their knowledge about product placement strategy. A lit description of different methods of placing products was provided in the questionnaire and questions to this effect were asked to find out how well they understand this strategy and test their awareness. 61.8% which is more than half of the entire respondents say they know what product placement means. But only 55.7% are sure they recognize product placement while watching TV programs. This points our attention to the advantage product placement has on traditional advertising. It is not as obvious, distracting and disturbing as traditional advertising when it pops up.

RQ2: Does product placement strategy affect children's attitude to brands/products placed in TV series?

Based on the results from the survey carried out the statement "Kids change their lifestyle to fit brands names featured on TV series" has 2.37 mean value. 56.4% agreed with the statement. Also, half of the respondents agree to the statement "My kids request for brands featured on TV series watched" and has a mean of 2.58 showing

that there is a significant change in children's attitude towards a brand seen in TV programs as a result of product placement.

RQ3: How do parents feel about product placement in Nigerian TV series?

Based on the results from the survey, (see table 37) it shows that Nigerian parents consider product placement to be a form of advertisement in disguise but don't mind seeing branded product been featured in Nigerian TV series at all especially those that promote good healthy living and hygiene maybe because they agree to the statement "the presence of brand name products in television shows makes them more realistic". However, they feel that products that are dangerous to the health like tobacco and alcohol should be banned from TV series exclusively for children and family.

RQ4: How effective is product placement strategy on children?

Since the results show that it is agreed that children change their life style to suite branded products featured on TV series and even go as far as requesting for those products so much so that home purchases are made based on this requests, it is safe to say that product placement is effective not only on children but even on adults as respondents agree to the statement "I am more likely to buy a product if it was featured in a TV series I watch" seen from the result of the questionnaire. Just like it was observed in Table 7 based on the consumption of TV programs, La Ferle and Edwards (2006) stated that branded products appears at least once in every 3 minutes of TV programming. Meaning that in 3 hours a viewer would have been exposed to about 60 brands or at least one brand 60 times. This exposure is frequent enough to leave a lasting impression on the viewer's mind.

The major conclusions that can be drawn from this study are as follows;

Product placement in Nigerian television programs is becoming more and more popular and the audience members are catching a wing of it. Branded products that are featured in TV programs especially in movies or TV series are considered to be Product placement advertisement and not just mere props. Also it appears the audience has a positive attitude and perception of product placement strategy. They do not see product placement as a distraction rather as a tool to make the program appear more realistic and relatable.

Another observation is that even though the participants don't mind seeing branded products in TV series they watch they are particular about the kind of products they would prefer to see and not see and how these products are been portrayed. They would prefer that products which are dangerous to the health like alcohol should be portrayed showing its dangers and adverse effects, while healthy living products should be encouraged. Parents are aware of the effects television has on their children so much that they even notice the changes caused by TV viewing.

Also, based on Chi-square test carried out, there is statistically significant difference between the responses of the respondents with respect to $p< 0.05$ level of some questions and statements against age group and gender. Some cross tabulation also showed that respondents between the ages of 12-17 watch more TV probably because they have more time on their hands. Surprisingly the adults liked to watch the comedy series as well as those in the 12-17 age group. We can say that TV series time is time to unwind and relax for all respondents.

Uses and gratification theory seems to explain many of the developing ideas surrounding advertising, stating that consumers are not passive rather they choose to take what they need like the information provided by media content and advertising alike. In essence advertisement only has the value which its audience places on it. From this study, we can see that the respondents watch TV series Jenifa's Diary more than Super story and Tinsel. This TV series uses comedy to teach models and morals of living. This shows that the respondents use media for leisure, to escape from the harshness of reality or at least view it in a less abrasive way. Also, they use it as a mode to learn and reinforce societal, cultural, moral and ethical beliefs. Finally, to learn how to move with the global trend while maintaining their originality. Cultivation theory explains how and why people especially heavy television viewers get affected by things they see on television and change their attitudes to suite their perception based on their viewing habits and level of understanding. From this study, even though we can only consider about 20% of the respondents to be heavy viewers we cannot overlook the significance of TV series as it is a consistent media content that usually possess a long life span thereby causing a consistent viewing pattern that can lead to attachment or sentiments can be formed to these TV series. Therefore, in that sense respondents can be considered to consume a lot of those specific TV content, while doing so they become unconsciously acquitted to branded products which have been placed. Subsequently, however little get influenced by it. Merging these two theories together shows that while the audience chooses what they watch they are not entirely in control of how much influence what they view has on them or affects their attitudes and behavior.

5.3 Suggestions for Further Research

The present study was carried out in the summer period of 2016 in the city of Abuja, Maitama metropolis, Nigeria. Further research can be carried out in the area of culture as a factor used in product placement. A cross cultural study into the influence of product placement strategy can be carried out to ascertain if the effect of product placement changes based on culture. The ethical issues regarding product placement strategy can also be looked into. Comparison between product placements in different media should be done to see if there is a difference in effectiveness. Finally, a content analysis of specific products in Nigerian TV series can be done.

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APPENDICES

Appendix A

Letter of Introduction

Dear Sir/Madam,

LETTER OF INTRODUCTION

This letter is to introduce Miss. Olaoluwapemi A. Ogunmola. She is presently running her Masters course at the Eastern Mediterranean University-Cyprus. She is working on gathering data for her thesis. Kindly lend her your cooperation and assistance in any way possible to administer questionnaires and carry out interviews to produce an accurate representation of the Nigerian view point as desired.

Yours Sincerely,

Assoc. Prof. Dr. Bahire Özad

Chair Radio-Tv and Film Studies

Dear respondent,

I am an M.A student at the Communication and Media Studies Faculty conducting a research on "Influence of Product Placement Strategy in Nigerian TV Series on Children". This questionnaire is meant to gather information for the research. I kindly request your cooperation in filling out the questioner, and greatly appreciate the time you spend. All the information given will be treated as confidential; and will only be used for academic purpose. Your anonymity is guaranteed.

Thank you.

Appendix B (Adults)

Questionnaire on the Influence of Product Placement Strategy used in TV Series on Nigerians.

Product placement survey

This survey is carried out to aid a thesis that seeks to find out the influence Product Placement in Nigerian TV series has on children.

Product Placement is the process of positioning products to be seen or referred to usually in movies and television shows for advertising purposes.

Instruction: please circle Only ONE of the options which apply to you or provides the answer to the question.

1. Gender? **A-** Male **B-** Female

2. Age? **A-**12-17 **B-** 18-24 **C-** 25-31 **D-** 32-38 **E-** 39 or Over

3. Level of Education? **A-** High School **B-** Diploma **C-**Bachelor D- MA and PHD

4. Status? **A-**Dependents **B-**Independent adults **C-** parent/guardian

5. How many children do you have? **A-** 1 **B-** 2 **C-** 3 **D-** 4-5 **E-** 6 and above **F-** None

6. For how long do you watch TV in a day? **A-**None **B-**1-3 hours **C-**4-5 hours **D-** 6-7 hours **E)** 8 and above

7. What medium do you watch TV series most? **A-**TV **B-**online **C-** Other Gadgets

8. What are your priorities when choosing the TV series? **A-**Theme **B-** Actor **C-** Genre **D-**Producer **E-**Others

9. Which of these Nigerian TV series do you watch? **A-** Jenifa's Diary **B-** Super story **C-** Tinsel **D-** All of the above **E-** None

Product Placement Awareness

10. I understand what Product Placement is **A-**Yes **B-** No **C-** Undecided

11. I recognize Product Placement in a TV Program **A-** Yes **B-** No **C-** Undecided

12. I am familiar with product placement Strategy in Nigerian TV series **A-** Yes **B-** No **C-** Undecided

13. I am aware of product placement when I am watching a Nigerian TV series? **A-** Always **B-** Often **C-** Sometimes **D-** Never **E-** Undecided

Product placements may vary in terms of how they appear to the audience. Screen placement: The product is placed into the background of a scene. Script placement: The product is mentioned by a character in the dialogue of the show.

Plot placement: The product is used by a character in a way which displays the qualities of the product.

14. Which of these techniques do you or your children notice most **A**- Screen placement **B-** Script placement **C**- Plot placement **D-** All **E-** None

15. Which of these techniques is most appropriate to you for TV series **A-** Screen placement **B-** Script placement **C-** Plot placement **D-** All **E-** None

16. Which of these Nigerian TV series have you noticed Product Placement? **A-** Jenifa's Diary **B**- Super story **C**- Tinsel **D**- All **E-** None

Product placement in TV series

INSTRUCTION: Please tick one box for each of the statements below, depending on how strongly you agree or disagree with the statement.

		Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
17	I don't mind seeing brand names products in TV series if they are placed for advertising purpose.					
18	I would prefer watching a TV series without product placement					
19	I would avoid watching a TV series if I knew beforehand that brands are placed in it for advertising purposes.					
20	I don't mind if TV producers receive money for placing brands in TV series.					

		Strongly agree	Agree	Undecided	Disagree	Strongly disagree
21	I don't mind if brand names appear on TV series					

Product placement and children

		Strongly agree	Agree	Undecided	Disagree	Strongly disagree
22	Product placement of Tobacco and Alcohol should be banned from TV series (for family/children)					
23	I don't mind brand names that promote healthy living such as hygiene					
24	Tobacco and Alcohol products should be used in TV series to show the adverse effects of such products.					
25	The use of brand name alcohol and tobacco should be banned from all TV shows.					
26	I don't mind if fast food brand names are placed in TV series					
27	I don't like it when unhealthy brand names like chocolate and fast food are promoted in TV series					

The perception of product placement

		Strongly agree	Agree	Undecided	Disagree	Strongly disagree
28	I consider product placement to be a form of ad in disguise					
29	When brand name products appear in TV series, I consider it a form of paid ad					
30	Brand name products should not be in TV series if they are placed for promotional purposes					
31	The media are misleading audience by disguising brands as props in TV series.					

Influence of product placement

		Strongly agree	Agree	Undecided	Disagree	Strongly disagree
32	It is unethical for TV producers to influence the audience by including brand name products in their shows.					
33	I will be influenced by the brands they see in their TV programs					
34	TV audiences are subconsciously influenced by the brands they see in programs.					
35	I am more likely to buy a product if it was featured in a TV series I watch					
36	My kids request for brand featured on TV series watched					
37	Kids change their lifestyle to fit brands names featured on TV series					
38	Product placement in TV shows might make me want to use the product if it is associated with an actor I like.					
39	The presence of brand name products in television shows makes them more realistic					

Appendix C (12-17)

Questionnaire on the Influence of Product Placement Strategy in Nigerian TV Series on Children.

Product placement survey

This survey is carried out to aid a thesis that seeks to find out the influence Product Placement in Nigerian TV series has on children.

Product Placement is the process of positioning products to be seen or referred to usually in movies and television shows for advertising purposes.

Instruction: please circle Only ONE of the options which apply to you or provides the answer to the question.

1. Gender? **A-** Male **B-** Female

2. Age? **A-**12-14 **B-**15-17

3. Level of Education? **A-** High School **B-** Diploma **C-**Bachelor

4. Status? **A-**Dependents **B-**Independent adults **C-** parent/guardian

5. For how long do you watch TV in a day? **A-**None **B-**1-3 hours **C-**4-5 hours **D-** 6-7 hours **E)** 8 and above

6. What medium do you watch TV series most? **A-**TV **B-**online **C-** Other Gadgets

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8. Which of these Nigerian TV series do you watch? **A-** Jenifa's Diary **B-** Super story **C-** Tinsel **D-** All of the above **E-** None

Product Placement Awareness

9. I understand what Product Placement is **A-**Yes **B-** No **C-** Undecided

10. I recognize Product Placement in a TV Program **A-** Yes **B-** No **C-** Undecided

11. I am familiar with product placement Strategy in Nigerian TV series **A-** Yes **B-** No **C-** Undecided

12. I am aware of product placement when I am watching a Nigerian TV series? **A-** Always **B-** Often **C-** Sometimes **D-** Never **E-** Undecided