Product Placement Strategy Used in Turkish Television Series: Case Study of Eastern Mediterranean University' Staff and Students

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ABSTRACT

Increase in the use of media in Turkey and in the world, led advertisers find new strategies to reach the target audience. Product placement can be counted as one of those strategies. Product placement is a type of advertisement in which a product can be seen in the TV series, movies, computer games, music videos and etc.

This study took place in Eastern Mediterranean University in North Cyprus. Study occurred during the 2011 spring semester with the participation of the university students, academic and the administrative personnel, in order to find out their attitude towards the product placement and the effects of the product placement have on the consumer.

The population of the study comprises students registered at the Eastern Mediterranean University (EMU), and academicians and the administrative staff of the EMU have been selected through a non-proportional random sampling strategy.. The study includes 100 students, 100 academic personnel and 100 executive personnel from Eastern Mediterranean University, North Cyprus

According to the results of the study; 76, 3 % (229 people) of the participants know the meaning of the product placement and 80,7 % (242 people) of the participants indicated that they are aware of the product placement application in the Kuzey Güney TV series.

Key Words: Product Placement, Advertising, Brand

ÖZ

Türkiye'de ve dünyada medya kullanımın giderek yaygınlaşması, reklam verenlerin hedef kitleye ulaşmak için yeni stratejilere yönelmeye itmiştir. Bu yollardan bir tanesi olarak ürün yerleştirme stratejisi söylenebilir. Ürün yerleştirme; ürünün dizilerde, filmlerde, bilgisayar oyunlarında, kliplerde ve benzeri medya ortamlarında görünmesi ile yapılan reklam türüdür.

Bu çalışma Kuzey Kıbrıs Türk Cumhuriyetinde Gazimağusa'daki Doğu Akdeniz Üniversitesi'nde gerçekleştirilmiştir 2011 bahar döneminde okuyan öğrenciler, çalışan akademik ve yönetsel personelin Türk TV dizilerinde kullanılan ürün yerleştirme uygulamalarına olan tutumları ve tüketici davranışlarına olan etkisini saptamak için yapılmıştır.

Bu çalışmanın nüfusu; Kuzey Kıbrıs Türk Cumhuriyeti' ndeki Doğu Akdeniz Üniversitesinde kayıtlı öğrencilerden, akademisyenlerden ve yönetsel personeldebn oluşmaktadır ve orantılı olmayarak rastgele örneklem yöntemiyle 100 öğrenci, 100 akademisyen ve 100 yönetsel personel örneklem olarak seçilmiştir.

Çalışmanın sonuçları, ankete katılanların % 76,3'nün (229 kişi) ürün yerleştirme uygulamasının ne anlama geldiğini bilmektedir ve katılımcıların % 80,7'si (242 kişi) Kuzey Güney dizisindeki ürün yerleştirme uygulamasının farkında olduklarını belirtmişlerdir.

Anahtar Sözcükler: Ürün Yerleştirme, Reklamcılık, Marka

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TABLE OF CONTENTS

LIST OF TABLES

x

Chapter 1

INTRODUCTION

Product placement, which has currently been used in the Turkish TV series, seeks to inform the customers about the desired product or brand through alternative channels such as TV series or movies.

Technological developments that took place through the 20th century facilitated and expedited production. This, in turn, led to a competition among companies. In order to boost their sales, companies started to advertise their products. Currently, consumers are bombarded with advertisement and, as a result, they complain about the number of advertisements. In the light of these developments, advertisers started to seek new means of advertising. One of these is product placement strategy which seeks to influence the customers about the products and services indirectly. Product placement influence the viewer's perception of the brand at least as positively as traditional advertisements. According to Balasubramanian, "product placement is a paid product message aimed at influencing movie audiences via the planned unobtrusive entry of a branded product into a movie" (Balasubramanian, 1994, p. 31).

"Product placement is one of the alternative advertisement techniques companies have been using in reaching their target audience. In the cases where product

placement is used either as the logo of the product or the product has deliberately been put into the event" (Avşar & Elden, 2005, p. 58).

The products and services promote the increase information, consolidation of businesses and companies that need to reach their target audience through the advertising they need various ways. Product placement is one of the alternative means as an advertising strategy. Product placement takes place, the logo or the product of the companies' the media deliberately put into the media. "For example, an increase in the use of cars, lighters and cigarette brands seen, matches, football kits sponsored names, brand names and advertisements on panels are put in the famous films" (Avşar & Elden, 2005, p. 58). Such advertisements are believed to leave positive impact on consumers.

In our daily lives, we can see that the concept of product placement can be observed in TV series, movies, music videos and computer games. Product placement strategy, carried out by the image of advertising for less than an advertisement does not bother the audience directly. It also makes a good impression on the audience in terms of credibility. Producers contribute to the cost of construction due to receiving this type of advertisement. Carefully monitored by the target group of heroes to the heroes in the TV series the brands, it is possible to influence in the viewers' minds unconsciously. The present study focuses on the product placement strategies particularly used in Kuzey Güney (North/West) television series broadcasted in Kanal D during spring 2011. In this research, Eastern Mediterranean University's students, academic and administrative staff's attitudes towards product placement strategies towards used in Kuzey Güney television series are examined in with respect to the product placement strategies used in the series.

1.1 Background of Study

Product placement is not a new advertising technique. Indeed "The using of product placements has evoked interest by marketers for many years" (Valdt & Strobel, 2008, p. 1). Due to the proliferation of products and services in an increasingly competitive environment, companies and organizations seek to reach consumers through various ways. Based on these developments, product placement strategy has gained momentum recently. "Product placement is a small step from sponsoring TV shows or movies with the sponsor's name or logo show at the beginning and end of the show, to having the branded product placed in a scene and perhaps mentioned in the script" (Hackley, 2005, p. 153).

Elden, Ulukök and Yeygel (2005, p. 85), in a similar vein, explain that cinema was the origin of the product placement in the media. Economic contribution is the most important reason for using product placement method. "The beginning of the product placement in the cinema has been observed in the first world war". After the Second World War, the production placement and advertising have increased.

"Kuzey Güney" is the new drama in which Kıvanç Tatlıtuğ, Buğra Gülsoy and Öykü Karayel take place. It is about the life of two very different brothers; Kuzey and Güney. Kuzey is brave, rebellious, fearless, and never hesitates to fight for justice. Güney, on the other hand, is patient, thinks twice before he acts and loves to work hard. Even though they have totally different personalities, they have one thing in common; their deep love for a girl, Cemre. In this popular TV series, a number of product placement strategies have been used. Thus, the present study is designed to explore whether the audience is aware of the product placement strategies used in

3

the series to find out this attitude; and to investigate whether, they would like to buy the products and services advertised through product placement strategy and they actually buy advertised products or services.

1.2 Motivation for the Study

Technological developments led to the improvements in TV program making. As a result Turkish television series started to occupy, a significant place in the lives of the Turkish audience. The concept of product placement began to enter into our lives with increasing influence. Product placement strategy, started to appear in numerous television programs. There are numerous reasons that encourage me to conduct this particular research on product placement topic. Product placement strategies are growing up in media day by day. Tools for product placement on one of the great masses of television series are of great significance. TV series, directly or indirectly influence people. With product placement brands on the big screen, and the living room without purchasing advertising time seems a lot cheaper and more effective way of advertising. In addition, product placement posts to get the audience escape the controls of the use of professional communicators to integrate the content of their products and messages, programs, or forcing.

1.3 Aim and Objectives of the Study

As it has been mentioned above, product placement as a means of advertising is one of the most popular techniques used in the marketing world. Day by day, it has become an indispensable part of the advertisers' lives and using this method has become a part of advertising world.

1.3.1 Aim of the Study

The aim of the study is to explore the attitude of Eastern Mediterranean University's students; academic and administrative staff towards the product placement strategies used in TV series in general and Kuzey Güney in particular.

1.3.2 Objectives of the Study

The present study is related to the Eastern Mediterranean University's practitioners (administrative staff, teachers and students) in spring 2012. With this respect, it sets out to explore:

1. Whether the TV audience (EMU's staff and students) are aware of product placement strategies used in TV series in general, Kuzey Güney series in particular;

2. EMU's students', academic and administrative staff's attitudes towards, product placement strategy used in the Turkish television series in general and Kuzey Güney TV series in particular;

3. Whether product placement strategy used in Kuzey Güney television series influence consumers (EMU's staff and students) and leads to a change their consumer behavior;

4. Whether gender influences the attitudes towards product placement strategy used in TV series;

5. Whether status (being academic or administrative staff and student) influence the attitudes of consumer behavior of the audiences of TV series.

1.4 Research Questions

As it has been mentioned earlier, the present study is based on the research conducted with 3 sub-groups (students, academicians and administrative staff) of the Eastern Mediterranean University with respect to the product placement strategy

used in Kuzey Güney TV series broadcasted in Kanal D in spring 2012. Therefore, it seeks to answer the following questions;

1. Are EMU's staff (academic, administrative) and students aware of product placement strategies used in TV series in general Kuzey Güney series in particular?

2. What are attitudes of EMU's staff (academic, administrative) and students regarding product placement strategies used in TV series in general Kuzey Guney series in particular?

3. Are EMU's staff (academic, administrative) and students influenced by product placement strategies which are used in TV series in general Kuzey Güney series in particular?

4. How do EMU's staff (academic, administrative) and students gender differences perceive product placement in Kuzey Güney series?

5. Do EMU's staff (academic, administrative) and students change their consumer buyer behaviors by product placement strategies used in Kuzey Güney series?

6. Are the EMU's staff (academic, administrative) and students who have higher income influenced by product placement strategy more or not?

1.5 Hypothesis

H1: The status of participants (whether they are students, academicians or administrative staff) influences the audience's consumer behavior as a result of product placement used in Kuzey Güney TV series.

1.6 Significance of the Study

Turkish TV series have become a dispensable part of today's life. Due to the intense interest, advertisers take advantage of this interest and carried product placement from the cinema to the TV series.

The important aspect of product placement is to increase the awareness of consumers to the brands available in the markets. In the marketing field, brand positioning strategy, product placement and consumer behavior are claimed to draw the interest of consumers. Moreover, the study will examine how product placement positively affects consumer's attitude towards awareness and purchasing of products.

1.7 Limitations of the Study

The current study is conducted with students and staff that study or work at the Eastern Mediterranean University (EMU) in Famagusta city of the Turkish Republic of Northern Cyprus (TRNC) in spring semester 2012. The participants work or study at EMU. The survey was conducted to 300 people, students, academics and administrative staff of EMU distributed evenly.

Chapter 2

LITERATURE REVIEW

Advertising sector is growing day by day. "The increasing number of traditional media, along with new communication technologies especially in the development of digital television and the Internet, the proliferation of advertising tools to all areas of life and the path to the consumer, trying to communicate with each increase in the number of brands, the brand-consumer-media has brought a new dimension to the relationship" (Aydın & Orta, 2006, p. 8).

This section presents the literature review conducted for the present study. It starts with brief information about advertising. Then, it moves to other subheadings. The information included in this chapter has been organized under eleven sub-headings. These are namely; advertising, history of advertising, postmodernism, consumer behavior, consumer culture, brand, concept of product placement, history of product placement, product placement in movies, product placement in Turkish TV series and research into product placement.

2.1 Advertising

"The world of advertising is becoming more and more competitive and to get messages through to the intended target audience, it is important to try different means of communication" (Spets & Berglund, 2003, p, 3). What is more, consumption of goods has economic ground. Needless to say that advertising has

become an integral part of our daily lives. Advertising can be considered as an indispensable concept for companies and consumers.

Competition in the market conditions change every day as a result of rapid increase in products. The success of firms largely depends on the use of advertising activities. The concept of advertising was born with the start of trade. In broad terms, advertising, introducing people, institutions, goods and services to the public is defined as an act of adaptation. This concept in various ways, have been attempted to explain the different ways. Obviously, there is more than one clear definition of the advertising concept. In other words, advertising is a complex word which takes up a variety of meanings. One of the definitions of advertising is an organized method of communicating information about a product or service which a company or individual wants to sell to the people" (Vilanilam & Varghese, 2004, p. 17). Advertising, with the help of the media, can be said to try to improve the sales. Media can be accessed more easily by the target audience. All advertisements aim to increase sales. However, no one alone is sufficient to increase advertising sales. Advertisers seek to explore other ways to increase sales rates.

Manufacturers of products or services introduce a potential group of consumers. The businesses are trying to persuade consumers to choose their products and service through the application of different promotion strategies their product (Eroğlu, 2001, p. 56). If producers succeed this process, they introduce their products and services to their target. Otherwise, no one can know anything about their product or services.

In order to introduce products and its cost, marketing and advertising are essential tools. Advertising then has become the tool to consume products. Consumers are

aware of existing or new products. They are also potential users of particular products and services.

Thus, disclosure of price changes, product-related services, presentation, showing how the product works and the additional information function shall enter into such subjects as the concerns of consumers. Informational function of advertising and consumers realize the new products, product features and benefits in relation to the specific aims to be enlightening.

Marketing communication method is when we use communication tools such as measuring and other related media to communicate with a market. Therefore marketing communication is the promotion part of marketing. The ultimate goal of marketing communication is to inform and convince consumers.

Today, in marketing communications, advertising as well as other elements of the businesses and consumers have been a must (Tayfur, 2006, p. 7). Due to the continuously changing market conditions, advertising and marketing must be in harmony. The phenomenon of advertising is very important for producers because the manufacturers must sell their products to reach the masses. Advertisements are the best way to reach the masses. The main target of advertising is consumer habits, which make an impact on particular products. Therefore, influence through the mass of thinking is intended to persuade consumers to try and increase the profitability of the business (Kocabaş & Elden, 2006). It is expected to fully promote your product or service by advertising in order to lead for consumers to buy that particular product or service. Advertisements have short and long-term goals. The effect of consumers in advertising in the short term is to address the product or service in short time. The

long term aim of advertising is to introduce the products and services to consumers in a long time to enable the consumer to purchase.

In 1890, advertising was thought to be as "news about products and services" (Burke, 1980, p. 24). Upon realization of the industrial revolution, mass production has come into play. Therefore, a lot of people needed to imagine by means of advertising in the largest sense. Advertising pushes us, people, to see and to imagine our needs. This is why companies and organizations, products, or services, feel the need to announce their products or services in the adverts.

Advertising often informs the consumers (Burke, 1980, p. 84). People do not need information about the product before they can obtain it through advertising. They know that the product can stay under the reinforcing effect. According to John E. Kennedy; "Advertising is a sales message at a mass audience, through persuasion that seeks to sell goods, services, or ideas on behalf of the paying sponsors" (Burke, 1980, p. 48).

Advertisements are a way to promote products and services. In other words, the objective of advertising is to increase sales of the products or services. "In general, all of the periods that occurred during the historical process of advertising, products related to the positive, the positive relationship between good aspects and features the functionality to install and has worked to fulfill" (Kotler, 2000 p.95). Today, one of the most popular forms of advertising which leads to the recognition of service and product placement is one of the most popular ways for increasing the recognition of a service or product. "Advertising, both businesses, as well as a very important communication tool for non-profit organizations" (Mucuk, 2004, p. 153).

2.2 History of Advertising

"The beginning of the modern advertising dates back to the industrial revolution" (Karaçor, 2007, p. 1). Products manufactured by the industrial revolution have increased and needed to be promoted. Additionally, the advertising products lead to increase the sales. In a sense, advertisements serve as bridging the gap between producers and consumers.

Advertising idea and concept came into being with the beginning of exchanges between people. During this period, there were town criers who shouted in order to increase the scales.

"It's doubtful that the ancient Egyptians and Greeks were insensible to the benefits of product promotion. The Romans certainly knew how to make a convincing sales pitch, and early examples of advertising were found in the ruins of Pompeii"(Tungate, 2007, p. 10). Until the introduction of printing in Europe in the fifteenth century, advertising existed only in three forms: shop signs, town criers, or "Barkers" and wall signs (Burke, 1980, p. 78). The use of old advertising towards the same goal can be said to be different from today. Again, it is used to inform about a product or service and is also used in order to convince consumers. In the past, the need for merchants to promote products was provided in this way.

"Exchanges between people of the same historical process coincide with the birth of the advertising concept which has survived and was found in the ancient Egyptian, Babylonian, Greek and Roman ruins found" (Elden, Ulukök & Yeygel, 2005, p. 83). In ancient times, lack of money and the credit card was not an impediment to trade.

Because, browsing the products they produce, they would swap the product needed which is called barter. Thus, advertising for products go back earlier ages.

Development of advertising in Turkey has accelerated directly proportionally with the mass production of goods. Town criers can be given as an example to this type of advertising. Then, when the Republic of Turkey was established, mass production started as an invention of printing house for the advertising which was a very important step in the history of advertising for Turkey.

2.3 Postmodernism

Briefly refers to the uncertainty of post-modernism in general. Discussions on postmodernism have not finished yet. "Many contemporary thinkers think different from each other in a different way to define postmodernism reported that in interpreting" (Şaylan, 2006, p. 28).

 The emergence of postmodernism in the Industrial Revolution, the Enlightenment period, or those who accept the two great wars are starting. "For example, some think, is a liberating process of post-modern concept, the new social formations, identical with the approach of a new kind of political identities in a context and misinterpreted"(Şaylan, 2006, p. 29).

Postmodernism has numerous definitions in a variety of areas. Postmodernism, the aftermath of the Second World War, art, literature and ethics in the field of scientific beliefs, and expressed optimism can be defined as a way of thinking in this era. The concept of post-modernism in art and architecture in the 1960's were primarily used to identify new trends.

Production and consumption shape human life in modern society and are the two most important actions. In order to understand postmodernism in marketing, it is a good way to understand the phenomenon of production and consumption. Postmodernism, communication with the consumer is in the foreground and the technology-dominated societies, examined the position of the modernist concept of a critical theory. Postmodern or post-industrial era, the great breakthrough in technology and production has become an unlimited period.

The postmodern marketing concept allows customers to identify the product as the developing tailor made approach appears as a management approach.

2.4 Consumer Behavior

Consumer behavior, marketing, advertising are related concepts. "Consumers in the marketplace and investigating the causes of this behavior is an applied science" (Odabaşı & Barış, 2007, p. 47).

Another meaning of consumer behaviors is stated as: "any behavior of people who buy and use products and services" (Williams, 1982, p. 11). Identifying and implementing the best consumer behavior, is important for us to grow in direct proportion of sales. Characteristic of all consumers, especially, the wishes and needs are not the same for the presentation of a product. Brunch of science of consumer behavior plays an important role in determining non-marketing. Consumer behavior can be used to understand the psychology and sociology. The study of consumer provides a sound basis for identifying and understanding consumer needs (Williams, 1982, p. 11). This means marketers must provide consumer needs.

2.5 Consumer Culture

Until the beginning of the 20th century, social classes were determined according to economic and political status of people. Lower-class indicated poverty and the challenges of wealth and political impact meant upper class. Every class shared separate areas of daily life (Yavuz, 2007, p. 22). Consumer culture is necessary to discuss the most basic human needs of everyone which is due to the inevitable consumption. A society where individuals have started to define themselves through the objects they produce rather than consume most of the time needed after production was created with the help of a set of tools and is now well settled. This started to be transformed with the situation without being aware of our language.

Consumer culture is a system in which consumption, a set of behaviors found in all times and places, is dominated by the consumption of commercial products.

2.6 Brand

For a long time, walls of the shops have been used to advertise the products sold in the shop (Perry & Wisnom, 2003, p.11). This shows that the brand concept can be traced back to ancient times and at the same time, brand value is increasing day by day. Due to different brands, consumers, their tastes, budgets and quality of products, consumers select different values. In addition, brands are reproduced according to consumers demand. They may see and like a product but not necessarily buy it. Therefore, an important phenomenon for consumer brands that obtained brand reputation for a long time may suddenly be lost. "Brand is a question about the relationship and mutual guarantee of quality. A brand company establishes a relationship between the firm and clients" (Perry & Wisnom, 2003, p. 11).

15

2.7 Concept of Product Placement

People see advertisements every day. As it has been mentioned earlier, there are numerous types of advertisements. "Product placements are mushrooming in movies nowadays" (Lehu & Bressoud, 2007, p. 1). Some researchers claim that, marketing purposes the beginning of the model in the product placement. "Comparing with traditional advertising messages, the product placement sponsor's identity is kept hidden. This type of hybrid messages enable the sponsor to control the message content and in the meantime disguise the commercial origins and appear believable" (Bovard, 2005, p. 2). Product placement is becoming so popular since construction cost is increasing and it can be said that, this is to meet the costs of product placement. The concept of product placement in motion pictures formerly branded goods decor and create a sense of reality and a certain order to transmit knowledge in a certain event or character used by the payment of a fee.

Product placement and brand recognition plays a crucial role for the producers in a new way of reaching their target audience. Implementation of product placement in movies is used to give reality in the past and today's advertising industry has started to use this. Brands, TV series or motion pictures following the target audience raise the awareness about the product.

Developing "product placement" as a branch of advertising , in a short time has become one of the most popular advertisements. "Today, product placement is everywhere, even in books, cartoons, and games. Nobody is surprised any more that the media seek 'incentives' for allowing brands to make appearances in programs and editorial content" (Sutherland, 2008, p. 74). Advertising industry brings a new

breath to the concept of "product placement". The audience is known to be a factor for increasing the tendency of the product purchase. Product placement advertisements integrating, the product into the scene, mentioned product and product demonstration are associated with the main character, and it is done in a various of ways. The size of the audience, product placement in the advertisement time and the placement are critical spots to impact of brand perception and purchasing. Product placement in the program shows a more positive approach appreciated the presence of people in the audience's brand of variables.

"The high ratio of applications to product placement to influence consumers and advertisers of returns offered by the companies, according to traditional advertising seems to be product placement" (Gürel & Alem, 2005, p. 133). For these reasons, companies produce new products or services to the market. The product placement method can easily communicate these to their target audience. Implementation of product placement by advertisers in choice of product placement is one of the reasons the application is thought to be the tip of a price compared with traditional advertising. In addition, implementation of product placement, without disturbing the film or the viewer is placed in the directory, so the audience cannot change the channel. Audience product placement is a positive feature of the channel.

Companies or businesses prefer to use product placement to provide an awareness of their product or services applications. People are aware of brands when the products are most likely to be sold. "Product placement refers to practice of including a brand name product, package, signage or other trademark merchandise within a motion picture, TV or other media for increasing memorability of the brand for instant recognition at the point of purchase" (Panda, 2004, p. 2).

Product placement attracted attention from the first day until now. Accordingly, In "My room, there is a film hero Spider-man chasing bad Carlsberg Mac-truck is seen on the streets of New York" (Elden,Ulukök & Yeygel, 2005, p. 83). Media content, especially among young people take place in tobacco and alcohol. Tobacco and alcohol use have a negative effect. People who use alcohol and tobacco and the media can be role models for them. Moreover, cigarettes, alcohol and public health are closely related products, such as some drugs may be objectionable to use product placement applications. "For example, the actor who continually acts in Marlboro cigarettes in a movie may encourage Marlboro smoking behavior in a way that is more natural and less expensive than would be the case with traditional forms of advertising" (Balasubramanian, 2000, p. 43).

"Marketers have good reasons to prefer the placement format for persuasive messages" (Balasubramanian, 2000, p. 43). Advertisers also choose a lot of applications and product placement. Because the implementation of product placement is different from traditional advertising, it has influence to have an affordable price and its psychological effects on consumers. Product placement effects people while viewing the media content, without being aware of it. Three theories have explained product placement's subliminal effects on consumers. They are mainly attribution theory, classical conditioning and modeling theory.

Attribution theory claims that things are thought to affect people's behavior. This theory may explain the behavior of their own and other person, trying to install it defends causal behavior. According to Balasubramanian (2000) "this theory predicts that the persuasiveness of an endorsement ad for a product may be attenuated if viewers believe that endorser was economically motivated he/she has been paid to

endorse the product in the ad" (Balasubramanian,2000, p. 43). A recognized authority, endorsement or recommendation of the use of the product or service can make a positive impact on consumers. People interacting with various objects in their surroundings can be found in different behaviors. In other words, a case of positive results of the behavior of people meet, the behavior can be repeated. "Classical conditioning theory suggests that a desired consumer response may occur when a product is repeatedly associated with a highly regarded celebrity". (Balasubramanian,2000, p. 43). Today, most sectors use the famous narrative of a life style for very different purposes. The goal here is to keep the awareness level mentioned above. Celebrities have a significant impact on all generations. Moreover, in accordance with the right brand strategy are using famous people are thought to increase the brand's sales. The aim is to get people take than as their role model. "When celebrity actors depict satisfaction following consumption of specific products within a movie, the audience encounters model behaviors that lead to desirable consequences, as seen from the marketer's perspective" (Balasubramanian, 2000, p. 43). The characters are often admired and followed by the mass; they form a model for learning. Marketing perspective view of satisfaction after the consumption of certain products if famous people act in the movie, the viewer will take you to the desired results, the model's behavior creates.

According to the perspective of advertising marketing, the potential consumer seeks for the brand and how it is advertised. Therefore, manufacturers must identify the right consumer group; people who will need it. "It is useful to focus on the process marketers use to influence product placements" (Balasubramanian, 2000, p. 43). Manufacturers make product placement according to the target audience and soon reach their target audience through a lower budget advertisement.

"We most prefer to say yes to the requests of people we know and like" (Cialdini, 2003, p. 144). This concept is not making us consciousness aware, but the subconscious behavior plays an important role in directing the structure. In other words, conscious and subconscious that is compatible with what a person thinks and loves more. When we feel more comfortable next to that person, it increases our confidence level for that person and that person is persuaded more easily. Product placement and brand perception is thought to be effective in creating and promoting the product. Consumers, when they see brands in films, think of these brands as popular. "Some researchers claim that product placement can aid in consumer decision making because familiarity of these props creates a sense of cultural belonging while generating feelings of emotional security" (Solomon, 2003, p. 179). Product placement, brand perception is thought to be extremely effective creation on product identification. Along with the consumer, in terms of establishing an associated relationship, encouragement of the use of product can be placed in the scenario.

"Product placement can, in fact, work much more broadly and it does so through a variety of mechanisms including implicit image association, reinforcement of familiarity, agenda setting and perceived popularity" (Sutherland, 2008, p.76). Adverts that target a specific effect on the consumer group by influencing buying habits of consumers think and create and aim to increase the profitability of taking direction and business. In addition, the strategy of product placement in TV series, the consumer of a product and obtaining more information about the service can be motivating.

2.8 History of Product Placement

First application that occurred as the concept of product placement was in Hollywood. It was discovered that products used in the films were noticed to boost the result of the sales of the product. "The practice of product placement has grown significantly during the past 20 years. Marketers now frequently use placements as the basis for multimillion dollar integrated promotional campaigns (Karrh, McKee & Pardun, 2003, p. 138). Depending on developments in technology in the development of mass media, the proliferation of media types, and a rapid has decrease interest of viewers in the face of an increasingly against advertising is changed the format.

In the past, makers of films and television series, used clothing in order to reduce costs, automobile, beverage, such as the path went in to meet the needs of manufacturers. For this, series and films product placement technique has become an important source of income. However, manufacturers have now started to pay the cost of advertising to appear on series products. This is why advertising agencies on scenarios of series with great care try to ensure that products are the most natural form of the integrated environment.

It is examined how product placement has occurred in the past and present. Product placement has been observed to have changed and developed over time. In the past, most film production companies and artistic movie manufacturers take part in the construction without any request for applications in time, product placement proved to have powerful benefits for both sides, because to the producers of films or TV series product placement has become a source of income. "Product placement in the cinema is an age-old technique, and at first glance a very simple one" (Lehu, 2007, p.

4). The concept of product placement in films and cinema was used for economic reasons. Cinema in the past and now used products for this purpose in order to give film a sense of reality.

2.9 Product Placement in Movies

"Today marketers are looking for alternative approaches to communicate with their target population" (Kozary & Baxter, 2010). Application of product placement in TV series is one of the most successful areas product placement has ever been used. Product placement is a kind of advertising. The main aim of product placement is to inform consumers about the product. The large number of of television series' audience is an important factor in the implementation of product placement. This is why it is widely used in television series. "Brand placement is said to be the most important advantage that, enhance brand awareness" (Aydın & Orta, 2010). Sequences were followed by people in everyday life for the TV series used in the advertisements and brands can be noticed by the audience's awareness is thought to occur.

One of the main sources of income for film industry is; "product placement" applications. In this way, film maker's opportunity to deal with all kinds of financial crisis is dealt while also effectively brands are using this effectively as a promotional opportunity. The products that appear especially in foreign films and TV have more influence on buying behavior.

"It is a small step from sponsoring TV shows, movies and TV series with the sponsor's name or logo shown at the beginning or at the end of the program" (Hackley, 2005). Product placement can take the forms placing logo or product in the

media; in fact, you encounter them in a number of places such as TV series, films, computer games and even books. For advertisers, especially local arrays cannot be excluded that product placement is a major infrastructure. The TV series used by the high rates of monitoring players' items, they eat, they drink, often have a background that appears in a very convenient location because of the use product placement.

As it has been mentioned earlier, currently, a number of product placement examples can be observed in movies and TV series. Product placement strategies used for placing brands on the big screen without purchasing advertising time enables them naturally appear much cheaper and is an effective way and. Also, it creates brand awareness and brand association between reality and product. Successfully implemented product placement indeed is a valid method. "An increasing number of brand name products are vying for prominent positions in Hollywood movies, for example Ray Ban Sun Glasses received considerable attention after Tom Cruise supported them in the movie Top Gun " (Gupta, Balasubramanian & Klassen, 2000). For example, Ray-Ban's aviator glasses model used by Tom Cruise in Top Gun film increased the sales, after the film was shown. Another example of product placement is "when Clark Gable appeared without an undershirt in 1934. In one night the sales of undershirt fell by 40 per cent" (Sutherland, 2008, p. 74). This decline in sales shows that the image in terms of its impact on consumer attitudes and buying behavior is extremely important.

The first example of product placement took place in the early 1950s in the movie 'The African Queen' starring Katharine Hepburn. "In the 1950s movie The African Queen starring Humphrey Bogart as the gin-boat captain, the company manufacturing Gordon's Gin was said to have paid to ensure that the gin in the

movie would be theirs" (Sutherland, 2008, p. 75). It can be seen that, currently, product placement has been widely used.

"Recent examples include television advertising campaigns for BMW motorcycles and Ericson mobile phones that share a common theme. They embed audiovisual segments from the movie 'Tomorrow Never Dies' where the James Bond character is shown using these products to great advantage" (Gupta, Balasubramanian & Klassen, 2000, p. 44). A series of James Bond films, 'Die Another Day' has placed the film brands BMW and Ericson. In this way, James Bond fans provided the audience to be aware of brands. "In 1982, when Reece Pieces confectionery was used to attract the loveable alien in the movie E.T., sales of the brand increased by 65 per cent" (Sutherland, 2008, p. 78). Product placement in the E.T. after the transition to the market triggered a big action film, with the use of Reese's Pieces brand of candy. Elliot who is one of the heroes of the film to remove the bushes, shows Reese's Pieces candies. The film has shown great success of watching Reese's Piece's sales increased and the product placement. "The movie Superman II, Philip Morris paid to have the truck that Superman destroyed be a Marlboro truck" (Sutherland, 2008, p. 75). Philip Morris Company paid money for the movie Superman 2. Therefore, Marlboro cigarette ads were placed into the film.

2.10 Product Placement in Turkish TV Series

Product placement is one of the most used areas in the TV series nowadays. Globally, product placement has been used as a popular practice in a number countries including in Turkey. In the development of the advertising sector in Turkey, advertisers find it easier and cheaper to reach their target audiences who identified the highest rated TV shows. In the television series, the hero who has used

mobile phones, watches, cars, perfume, clothes, and shoes as an advertisement is intended. In Turkey, application of product placement strategy in television series is, used. The aim of advertisers, without a certain awareness of the target audience, creates awareness and popularity. Seen as synonymous with the leading players, depending on the product and behavior are associated with the television series. Product placement aims to increase sales of the product or service and create a positive awareness. Product and service owners, popularity of the reach of traditional advertising and sales reach with this method. For these reasons, implementation of product placement is one of effective methods to reach your target audience.

The practice of product placement in feature films and television series is the important source of income for producers. Prepared to arouse admiration for the brand, product placement, even changed the scenario of series. Therefore, the product placement administration is assumed that the television series is economical. In addition, product placement applications in Turkish TV series do not look like direct advertisement. That's why product placement applications do not bother TV series audiences. "Product placement has become an increasingly popular way of reaching potential customers who are able to zap past commercials" (Williams & Hernandes 2011, p. 19). Television series contain a lot of traditional advertising and cause the viewer to change channels. Reason for changing its long-running television series in the audience watching the channel is thought to be time series and commercials.

In the Turkish television series, examples of effective implementation of product placement have begun to be seen. In the popular TV series "Öyle Bir Geçer Zaman Ki" in the street where Ali Kaptan lives it is noticed that there are a numerous known

brands for long time such as Kemal Tanca and Karaca. In addition, Türkiye İş Bankası brand is added to the series. In this series while family members are watching white/black television Türkiye İş Bankası brand is seen.

There are many example of product placement in Kurtlar Vadisi which is one of the most popular TV series in Turkey. Polat Alemdar who is the main character of the series, emphasizes the power and speed of the car he uses in the series. Also, researches have shown that, watches which are used in the series have become better known and their sales expanded.

It is interesting that in the series Umutsuz Ev Kadınları, the mother character who has four children is be unable to satisfy her children with anything but with Sütaş; in breakfast scenes Sütaş brands are observed. In addition Turkcell billboards are used, Turk Telekom's campaign "morning 7, night 7" billboards are extensively observed.

It would be a good example that in recent years Kavak Yelleri TV series main character Deniz used Bonus Credit Card when buying goods. Also, in the same series he mentioned the campaigns and opportunities of the Bonus Card. Adını Feriha Koydum TV series have two characters named Lara and Cansu they both drink Cola Cola with its original glass. Characters in Adını Feriha Koydum (Show TV) series passed in front of Cola Cola vending machine and used that as a part a product placement strategy. The twin of Feriha, started to work in BRC auto gases firm and the message is given to audiences.

 Another TV series Fatmagül'ün Suçu Ne broadcasted in Kanal D, show Cola Cola advertisement as a product placement strategy. Although Gaye, one of the characters

in the series, was very smartly dressed, she drinks her cola with Cola Cola glass. In the same series, there are other incidents of product placement that Algida, Doritos, Popolin (rash preventive cream) and Uno Breads. Those brands are seen in billboards and also used by characters. Star TV has a serial named Geniş Aile Cola Cola is advertised in the TV series through product placement strategy in this series the family dining table. One of the characters in the series goes to Garanti Bank and gets a credit card, lastly the name of the website hepsiburada.com seen over gift boxes in the series.

What is more, Cola Cola is also advertised via product placement strategy in Çocuklar Duymasın TV series. While the son and father were having their dinner Cola Cola bottle was on the table, also the father mentioned the promotions of the brand. In the same series, father made a payment for fee with his visa credit card.

In the TV series Bir Çocuk Sevdim braodacsted (Kanal D), two characters were seen while they were talking about "morning 7, night 7" campaign of Türk Telekom. In another part of the series, characters were walking near the sea shore and the product of Karaca brand was seen there. One of the most popular series that use product placements strategy in Turkey is Behzat Ç. The main character of series Behzat Ç and his friends were complaining about the car they used, according to their request their manager provide another car for them. When they start to use the new car, they explained the advantages of the car and mentioned how comfortable it is. The sign of Renault Symbol was obvious. One of the characters in the series wore Lee branded clothes. Ezel was another series shown with high ratings a few years ago. In this series the main character Ezel used US Polo branded clothes also he wore Diesel watch.

In those years product placement is very popular so the popular series such as Aşk-I Memnu has employed uses this method for advertisement. In this series, the main character Bihter used Givenchy Absolutely perfume and this has been shown several times. In this series, the main characters belong to high class and use expensive cars like BMW, Mercedes. Also, they use I-phone with its original ring tunes in the series.

In Kuzey Güney TV series, product placement strategy is very popular. In one of episodes, the main character Güney drives Reno Kango to deliver some bakery products. Another character Banu drives Maserati Cabrio which it looks like a very expensive car. Also in Ali Dacia, Audi, Hyundai, Mercedes and Fiat brands appear in 'Kuzey Güney' TV series. Another episode, Ali, Cemre and Ali were drank Cola Cola in Ali's home. Yumoş Softener has been used by Simay and Handan in laundry scene. Also they talked about Yumoş brand's positive sides. In Kuzey Güney, KFC and Uludağ billboards have seen in some scenes. Usually, main characters stand in front of these kinds of billboards.

2.11 Research into Product Placement

Numerous studies have been conducted about product placement in Turkey. The thesis of Erdem Akkan (2006) in Eskişehir Anadolu University is an example of research into product placement. In this study; university students were chosen as participants because it was supposed that they are familiar with the meaning of product placement. Results confirmed their hypothesis. According to the results, 4.42 out of 5 of the students were aware of the aim of the usage brand in the movies. Therefore results show that, the university students were aware of product placement. In addition, the question of "I do not think that the film producers are earning money from product placement" responses resulted 2.05 out of 5. According to survey

results, the students were confused whether product placement increases the reality of the movies or not. Identification is important because the results are changing according to gender; men are more successful to understand brand images than women. Erdem Akkan, on his research stated that the university students that go to cinema different times, has different attitudes to product placement. So if the number of visits to the cinema increases, the positive approaches towards product placement will also increase. It is supposed that, if the awareness of watching television increases this might also influences.

Serap Bozkurt (2009) who wrote her thesis in Eskişehir Osmangazi Business Faculty in 2009 on product placement strategy and brand recall. This research shows that the possibility of not noticing product placement in the cinema is low; therefore, this is a useful way to reach target audience. Erdem Akkan (2006) stated that, remembering brand percentage might change demographically. In this study, it is noticed that when celebrities use the product, it would be more effective. The example of Samsung supported this result. Samsung cellphone, used in a movie and it was noticed that it is one of the most remembered brands. Samsung and Renault brands which were used in serials by celebrities are the most recalled ones. Serap Bozkurt on her research suggests doing another research on the influences of product placement in television programs. It is suggested to have new research on influences of product placement in terms of selling products. The present study seeks to fulfill this suggestion made by Bozkurt (2009).

Another research has been done by Derya Altıntaş, in Turkey about product placement. The title of research is Recalling Effect of Product Placement in Marketing Communication. Communication of marketing (2009) conducted in

Erzurum Atatürk University. In this research, Altıntaş aimed to understand what if the recalling effects of product placement changes according to genre. Results show that participants pay attention to genre, director and country of movie while they choose movies.

Altıntaş, in her research, tried to learn the attitudes towards product placement and she noted that the participants were not interested in financial issues of product placement and also she found out that they thought that the use of product placement was not ethical. This study suggests that the participants notice product placement strategy. Results show that they were aware of the product placement. Another result of the thesis was that product placement helped audience to identify themselves with celebrities, if the product placement was used in a proper way, this would boost the image of the product or brand.

Mustafa Demir (2008) has done his research in Elazığ, Fırat University Radio TV Cinema department and named his research New Stars of Television and Movie Influences Products and Product Placements on the Audience. According to Demir's research, the institutions and companies that use product placement techniques have a good image and are successful in their area. Eventhough the product placement is a cheap advertisement type, when it is used in a wrong way, and time, the image of brand might be affect negatively. In addition, it is added that when products are used in the scenes which are not supported by community, it might affect the audience in a negative way. Researches show that the use of cigarettes, alcohol by celebrities in the television and movies increase the use of the product in the society too. Because audience take the celebrities as a role model and products which make addiction such as alcohol and cigarette are used more by people. When Demir (2008) did his

research, there was not any law to protect the audience from such kind of influences. So research claims that it is necessary to have legal protection. A

'Attitudes of Audiences Over Product Placement in Movies' is the title of the research conducted by Tokgöz in 2009 in İzmir. It is noticed that children may not grasp the messages by movies. She investigated the attitudes of participants over different product placement types and the main criteria of the study were privacy of the brand. With that study, the evaluation of morality, and its acceptance of university students over the product placement is aimed to be investigates. Samples are chosen between 18-25 years because it is assumed that people those ages visit cinema more often. According to the results young people prefer to see the known real brands in the movies rather than fake ones. In the research, 14 products were advertised through People were ambivalent only if the alcoholic products were acceptable or not. However, it is noticed that female students request the alcohol products to be banned more than male students. Also it is realized that older people buy more of what they see in the movie.

Another research done by Argan and Velioğlu, (2007) is related to product placement. 143 males and 134 females participated to the research. 229 of those participants were single. 191 of them were students 151 of them were between 19-25 ages old. 153 of them had two year degrees or were graduates, the income of 101 participants' were 301-600 TL, 88 participants were 300 TL or less. 88 of the participants visited the cinema or theatre approximately once in a month. According to survey 134 of them did not remember the brand but the other 86 of them remembered at least one brand in the movie. According to results, product placement is effective to remember the brands. Results show that, there is difference between

people who likes or do not like movie when they like movie they remember more products than others. In addition. When product placement used in a proper way, they may be useful for the brands.

Sarıyer (2005), did her research on TV series. Her research is important for the literature because before this study, there were numerous studies on movies and product placement. This study aimed to understand the effect of product placement on demographical differences and the attitudes of participants. She investigated the attitudes of participants over different product placement types, and the main criteria of the study were privacy and opacity of the brand people over product placement. Most of the people who attended to study were between 18-25 years. The gender rate of the samples was balanced. Three different questions were asked to the participants who aimed to find out the evaluation of people on product placement. To do this, people were asked to comment on each product placement either negatively or positively. According to Sarıyer's research, the demographic differences would be effective over product placement. Also it is noticed that women, single, primary school graduates think that, it is better when product placement is used in the series. There is another important point which needs to be underlined; the income is a factor which influences the attention of audiences. So, the study shows that, the product placement should be designed according to demographic evaluations.

In the light of all the above research, the present study has been designed in order to explore the attitudes of people with different income and level on product placement strategies used in TV series in general and Kuzey Güney TV series in particular.

Chapter 3

METHODOLOGY

This section sets out to lay down how research is tackled for the present study. First of all, research methodology and design will be presented. Then, data collection instrument will be explained. After that, population and sample selection conducted for the study will be laid down. Then, data collection instruments' validity and reliability, and data analysis procedures will be presented.

3.1 Research Methodology and Design

In the present study, quantitative methodology has been used. Data has been collected through a questionnaire delivered to the university students, academic staff and administrative staff who study and work at the Eastern Mediterranean University in 2011-2012 academic year's spring term. The study sets out to explore the attitudes of all three groups toward the product placement strategy employed in TV series general Kuzey Güney TV series in particular.

3.2 Data Collection Instrument

For the present study, a questionnaire comprising three parts and consisting of 39 questions has been prepared. The first part of the questionnaire is designed to get demographic information about the participants. There are 5 questions in demographic questions section of the questionnaire. Then, there are 9 questions about shopping style of participants and watching advertisements on TV. Lastly it moves to Likert Scale questions. Attitude scale questions section has 25 five-point Likert scale questions designed to measure participants' attitudes towards product

placement strategy in general and Kuzey Güney TV series in particular. Also, the questionnaire was prepared in Turkish which is attached (in the appendix as well as the consent of the rector's office).

3.3 Population and Sample of the Study

The entire sample of students, academic staff and administrative staff were selected from the Eastern Mediterranean University. In the present study, 100 students, 100 academic staff and 100 administrative staff participated. Non- proportional random sampling strategy was applied for selecting the sample of the study. The aim was to have equal number of participants from three populations in order to make a comparison. In the university the number of students is 14000, the number of academic staff is 519 and the number of administrative staff is 320 from all 3 groups 100 students are selected randomly. Equal numbers of sample have been preferred for this would enable and facilitate comparison.

3.4 Validity and Reliability of Data Collection Instrument

Cronbach's alpha	N of items
,862	25

In order to test the validity of data collection instrument the questionnaire was prepared and piloted with secondary school students to check the understandability of the questionnaire items.

For reliability, the alpha coefficient of reliability level for the whole questionnaire about attitude scale questions were computed and found to be is 0. 862 showing good reliability of the data collection instrument (George & Malley 2001).

3.5 Data Analysis Procedures

After collecting the data, they were put into and analyzed in SPPS program. Descriptive statics were used for data analysis. The first two sections, section 1: demographic information, section 2; buying habits of the participants were explored. These data were analyzed by percentages. In the section 3, Likert Scale questions were analyzed both in percentages and means are computed in order to find out the attitudes of the participants.

In the present study values were attached to the choices of attitude scales questions are as follows: 1= Strongly Agree, 2= Agree, 3= Undecided, 4= Disagree, 5= Strongly Agree. This scale division Balcı's (2004) recommend was followed. The mean table has been prepared according to Balcı's: 1-1.79 strongly Agree, 1.80-2.59 Agree, 2.60-3.39 Undecided, 3.40-4.19 Disagree, 4.20- 5.00 Strongly Disagree. For testing the hypothesis chi-square and ANOVA test have been used in order to explore whether there is statistically significant difference among different groups in the sample. Chi-square test and ANOVA test results were considered the p≤ 0,05 level.

Chapter 4

ANALYSIS AND FINDINGS

The present chapter seeks to present the analysis of the data collected for the study and findings that are drawn for them. The data have been collected from the administrative and academic staff and students of the Eastern Mediterranean University. First of all, analysis of demographic characteristic of the participants and how they are affected by product placement application in Turkish TV series will be presented. Then, the means of statement designed according to five point Likert Scale will be given. After that, in the findings section, chi-square test results and ANOVA test results will be presented.

4.1 Analysis of Demographic Characteristic of the Participants

This section sets out to present the findings of the first part of the questionnaire, that is, in relation to the demographic information of the research participants. The first five tables present information about the demographic information about the participants' characteristics. This is followed by the analysis of the questions related to the participants shopping style and TV watching practice.

Table 1: Gender of participants

Gender	Frequency	Percent
Male	150	50,0
Female	150	50,0

The participants of the study were 150 (50%) male, 150 (50%) which were female.

Table 2: Age of participants

Age	Frequency	Percent
18-24	80	26,7
25-31	66	22,0
32-38	115	38,3
39 and over	39	13,0

The participants of the study were as follows; 80 (26,7%) were between the ages of 18-24; 66 (22,0%) participants were between 25-31; 115 (38,3%) participants who were between 32-38; and 39 (13,0%) participants were 39 and above.

Table 3: Income of participants

Income	Frequency	Percent
500-1000	66	22,0
1001-2000	31	10,3
2001-3000	95	31,7
3001-3999	69	23,0
4000- over	39	13,0

Income level of 66 (22,0%) participants were 500-1000 TL; 31 (10,3%) participants 1001-2000 TL; 95 (31,7%) participants; 3001-3999 TL 69 (23,0%); 4000 and above TL 39 (13,0%).

Table 4 Educational level

Education Level	Frequency	Percent
High School	63	21,0
Associated Degree	43	14,3
Bachelor	87	29,0
MA or PHD	107	35,7

The participants' education level were as follows 63 (21,0%) high school graduates; 43 (14,3%) holders of associate degree; 87 (29,0%) holders of bachelor's degree; 107 (35,7%) holders of post graduate degree and above.

Table 5 Status of participants in EMU

EMU Status	Frequency	Percent
Student	100	33,3
Academic Personnel	100	33,3
AdministrativePersonnel	100	33,3

The status of participants was 100 (33%) students; 100 (33%) academic personnel; 100 (33%) administrative personnel.

The following section presents the analysis of 9 questions in the questionnaire that are related to the shopping style, TV watching, advertisements on TV.

Table 6 Hours participants watch TV

How many hours do you watch TV in a day?	**Frequency**	**Percent**
1-3	156	52,0
4-5	120	40,0
6-7	22	7,3
8 and Over	2	0,7

156 (52,0%) of participants of this study watch TV 1-3 hours; 120 (40,0%); 4-5 hours, 22 (7,3%) participants watch TV 6-7 hours; 2 participants (0,7%) 8 and above hours watch TV per day.

Table 7 Favorite TV channels of participants

List your favorite TV channels;	Frequency	Percent
Kanal D	186	62,0
ATV	50	16,7
Star	18	6,0
Show TV	26	8,7
CnnTürk	8	2,7
NTV	10	3,3
Other	2	,7

186 participants (62,0%) watched Kanal D, 50 (16,7%) of the participants watched ATV, 18 (6,0%) watched Star TV, 26 (8,7%) watch Show TV, 8 (2,7%) watched CNN TÜRK, 10 (3,3%) NTV and 2 (0,7%) watched other TV channels.

Table 8 Favorite TV series of participants

List your favorite TV series	Frequency	Percent
Kuzey Güney	241	80,3
M. Yüzyıl	6	12,3
Yalan Dünya	3	1,0
Behzat Ç	3	1,0
Leyla ile Mecnun	9	3,0
Other	8	2,7

241 (80,3 %) participants watched Kuzey Güney; 36 (12,0 %) watched Muhteşem Yüzyıl, 3 (1,0 %) watched Yalan Dünya; 3 (1,0 %) watched Behzat Ç, 9 (3 %) watched Leyla and Mecnun; 8 (2,7 %) watched other TV series. This questionnaire item points out that Kuzey Güney is the most popular TV serial among participants and justifies the selection of the series for the present study.

Table 9 Favorite TV programmes of participants

List your favorite types of TV programmes	Frequency	Percent
Series	223	74,3
News	55	18,3
Competition	6	2,0
Sport	8	2,7
Other	8	2,7

Most participants 223 (74,3 %) preferred to watch TV series; 55 (18,3 %) participants watched the news; 6 (2,0 %) participants watched competition programs; 8 (2,7 %) watched sport programs, and 8 (2,7 %) showed preference towards other type of programs.

Table 10   Media environments participants prefer to watch TV series

In which media environment do you watch the TV series most?	Frequency	Percentage
TV	211	70,3
Internet	86	28,7
Other	3	1,0

The number of participants who preferred to follow TV series from TV were 211 (70,3 %) and the Internet were 86 (28,7 %) 3 (1,0 %) participants prefer to watch TV series through other media such as DVD, CD.

Table 11 Participants' preference towards TV series

What are your priorities when choosing the TV series?	Frequency	Percentage
Topic	131	43,7
Actors	119	39,7
Genre	41	13,7
Other	9	3,0

Participants preference criteria for choosing TV series was topic 131 (43,7 %) actor and actress' 119 (39,7 %); genre 41 (13,7 %), and other 9 (3,0 %).

Table 12 Number of hours participants spend shopping

How many hours do you spend on shopping in a week?	Frequency	Percentage
1-3	168	56,0
4-6	97	32,3
7-9	30	10,0
10 and Over	5	1,7

Participants' shopping time was 1-3 hours for 168 (56,0%); 4-6 hours for 97 (32,3 %); 7-9 hours for (10,0 %); 10 and above 5 (1,7 %).

Table 13 Preferred mode of shopping

Where do you usually go for shopping?	Frequency	Percentage
Shopping Center	248	82,7
Internet	51	17,0
Other	1	,3

Participants' preferred shopping type was: 248 (82,7 %) showed preference for shopping from shopping center; 51 (17,0 %) participants preferred shopping from the Internet; 1 (3,0 %) from other centers.

Table 14 Awareness of product placement

Do you know the meaning of the product placement?	Frequency	Percentage
Yes	229	76,3
No	71	23,7

229 (76,3 %) participants acknowledged product placement strategies but, 71 (23,7 %) participants mentioned that they did not know.

4.2 Descriptive Analysis of the Attitude Scale Statements

In the present study, after the demographic questions, proposition were offered by five-point Likert Scale to participants and they were asked whether they agreed with the statements or not. This section presents the results of 25 questionnaire questions designed according to 5-point Likert Scale. Firstly, descriptive analysis of the questions is presented. Secondly, mean of the 5-point attitude scale questions are presented in a table order to indicate attitudes of the participants.

Table 15 participants' attitudes towards "using brands in TV series make the series realistic"

Using brands in TV series make the series realistic	Frequency	Percentage
Strongly Agree	101	33.7
Agree	128	42.7
Undecided	49	16.3
Disagree	16	5.3
Strongly Disagree	6	2.0

Participants' ideas about "using brands in TV series make the series realistic" were as follows: 101 (33,7 %) strongly agree, 128 (42,7 %) agree, 49 (16,3 %) undecided, 16 (5,3 %) disagree, 6 (2,0 %) strongly disagree with the statement.

Table 16 Participants' attitudes toward "product placement used in TV series is more effective than the advertisements used in between the series"

Attitudes towards product placement	Frequency	Percentage
Strongly Agree	132	44,0
Agree	106	35,3
Undecided	30	10,0
Disagree	21	7,0
Strongly Disagree	11	3,7

Participants think that, product placement is more effective than traditional advertisements. 132 (44,0 %) strongly agreed; 106 (35,3 %) agreed; 30 (10 %) were undecided; 21 (7,0 %); 11 (3,7 %) disagreed; 11 (3,7 %) strongly disagreed with the statement. "Product placement used in TV series is more effective than the advertisements used in between TV series".

Table 17 Participants' attitudes towards "I love watching the advertisements in between the TV series"

I love watching the advertisements in between the TV series.	Frequency	Percentage
Strongly Agree	29	9,7
Agree	74	24,7
Undecided	49	16,3
Disagree	65	21,7
Strongly Disagree	83	27,7

"I like watching advertisements in between the TV series" results were, 29 (9,7 %) strongly agree, 74 (24,7 %) agree, 49 (16,3 %) undecided, 65 (21,7 %) disagree, 83 (27,7 %) strongly disagree. This indicates that approximately one third of participants were in favor of watching advertisements. Almost half of the participants (49.4 %) do not prefer watching advertisements in between the series. This result justifies the preference shown to words product placement.

Table 18 Participants' attitudes toward "I love watching advertisements in which celebration take part"

I love watching the advertisements in which that celebrities take part.	Frequency	Percentage
Strongly Agree	77	25,7
Agree	133	44,3
Undecided	61	20,3
Disagree	17	5,7
Strongly Disagree	12	4,0

"I love watching the advertisements in which the celebrities take part's results were; 77 (25,7 %) strongly agreed; 133 (44,3 %) agree, 61 (20,3 %) were undecided, 17 (5,7 %) disagree; 12 (4,0 %) strongly disagreed. 70 % of participants show preference towards watching advertisement in which the celebrities take part. This result also justifies the use of product placement in TV series. Since actors use the products, consumers like it.

Table 19 Participants' attitudes towards "I look for the products and services, that I see and like in series, in the stores"

I look for the products and services, that I see and like in series, in stores.	Frequency	Percentage
Strongly Agree	62	20,7
Agree	166	55,3
Undecided	32	10,7
Disagree	28	9,3
Strongly Disagree	12	4,0

I try to find products and services that I see in TV series in the stores results were, 62 (20,7 %) strongly agree, 166 (55,3 %) agree, 32 (10,7 %) undecided, 28 (9,3 %) disagree and 12 (4,0 %) strongly disagree. 80 % agreed that they search the product they watched in the TV series in the stores. Only 13 % disagreed. These findings reinforce the use of product placement strategy in the TV series.

Table 20 Participants' attitudes towards "brands used in TV series attract my attention"

Brands used in TV series get my attention.	Frequency	Percentage
Strongly Agree	78	26,0
Agree	140	46,7
Undecided	53	17,7
Disagree	20	6,7
Strongly Disagree	9	3,0

I pay attention to brands which I see in the TV series results were; 78 (26,0 %) strongly agree; 140 (46,7 %) agreed, 53 (17,7 %) undecided; 20 (6,7 %) disagree and 9 (3,0 %) strongly disagree.

Table 21 Participants' attitudes towards "I want to buy the products and the services that my favorite characters use in the TV series"

I want to buy the product and the service that my favourite characters used in the series.	Frequency	Percentage
Strongly Agree	50	16,7
Agree	136	45,3
Undecided	58	19,3
Disagree	45	15,0
Strongly Disagree	11	3,7

"I want to buy the product and the service that my favorite characters used in the TV series' results were; 50 (16,7 %) strongly agreed, 136 (45,3 %) agreed; 58 (19,3 %) undecided; 45 (15,0 %) disagreed; 11 (3,7 %) strongly disagreed. Over 70 % agreed that they would like to buy the products their favorite characters used in the series. This result, again justifies the preference to words product placement strategy.

Table 22 Participants' attitudes towards "I always buy the product and the service that my favourite characters used in the series".

I always buy the product and the service that my favourite characters used in the series.	Frequency	Percentage
Strongly Agree	31	10,3
Agree	82	27,3
Undecided	63	21,0
Disagree	93	31,0
Strongly Disagree	31	10,3

"I always buy the products and services that my favorite characters used in the series' results were": 31 (10,3 %) strongly agree, 82 (27,3 %) agree, 63 (21,0 %) undecided, 93 (31,0 %) disagree, 31 (10,3 %) strongly disagree. More than one third of the participants (37.6 %) prefer to use the products and services used by their favorite TV series' characters.

Table 23 Participants' attitudes towards "I don't find it right for products to use product placement in the series to attract audience"

I don't find it right for producers to use product placement in the series to attract audience	Frequency	Percentage
Strongly Agree	29	9,7
Agree	61	20,3
Undecided	54	18,0
Disagree	90	30,0
Strongly Disagree	66	22,0

The results of the statement "I don't find it right for producers to use product placement in the series to attract audience" are as follows, 29 (9,7 %) strongly agreed, 61 (20,3 %), agreed, 54 (18,0 %) were undecided, 90 (30,0 %) disagreed and 66 (22,0 %) strongly disagreed. 30 % of participants agreed that they do not find it right for products use product placement in the series to attract audience. However, 52 % find this right. This result justifies the use of product placement strategy of advertisers in TV series.

Table 24 Participants' attitudes towards "I can easily realize the product placement used in Kuzey Güney"

I can easily realize the product replacements in used Kuzey Güney.	Frequency	Percentage
Strongly Agree	69	23,0
Agree	173	57,7
Undecided	29	9,7
Disagree	26	8,7
Strongly Disagree	3	1,0

"I can easily realize the implementation of product placement" results were; 69 (23,0 %) strongly agreed, 173 (57,7%) agree, 29 (9,7 %) were undecided, 26 (8,7 %) disagreed, 3 (1,0 %) strongly disagree. 80 % agreed that they easily realize product placement implementation.

Table 25 Participants' attitudes towards "product placements on GSM in Kuzey Güney show attract my attention"

Product placements on GSM in Kuzey Güney attract gets my attention.	Frequency	Percentage
Strongly Agree	84	28,0
Agree	152	50,7
Undecided	28	9,3
Disagree	32	10,7
Strongly Disagree	4	1,3

I would recognize GSM product placement applications in Kuzey Güney TV series results were: 84 (28,0 %) strongly agree, 152 (50,7 %) agree, 28 (9,3 %) were undecided, 32 (10,7 %) disagree, and 4 (1,3 %) strongly disagreed. 78 % agreed that they are aware of GSM applications in Kuzey Güney TV series as shortly product placement applications.

Table 26 Participants' attitudes towards "cars in the TV series Kuzey Güney are appropriate for the TV series"

Cars in the TV series Kuzey Güney are appropriate for the show.	Frequency	Percentage
Strongly Agree	84	28,0
Agree	153	51,0
Undecided	32	10,7
Disagree	27	9,0
Strongly Disagree	4	1,3

Suitability of product placement strategy Kuzey Güney series for cars' results were 84 (28,0%) strongly agree, 153 (51,0 %) agree, 32 (10,7 %) were undecided, 27 (9,0 %) disagree, and 4 (1,3 %) strongly disagreed. 79 % of participants agreed that product placement strategy used for cars Kuzey Güney TV series were appropriate for the TV series.

Table 27 Participants' attitudes towards "drinks used in the TV series Kuzey Güney are appropriate for the show"

Drinks used in the TV series Kuzey Güney are appropriate.	Frequency	Percentage
Strongly Agree	50	16,7
Agree	138	46,0
Undecided	88	29,3
Disagree	18	6,0
Strongly Disagree	6	2,0

Product placement strategy used for advertising drinks in Kuzey Güney series is suitable obtained the following results; 50 (16,7 %) strongly agreed; 138 (46,0 %) agreed; 88 (29,3 %) were undecided; 18 (6,0 %) disagreed, and 6 (2,0 %) strongly disagreed. 63 % of participants agreed that drinks in the TV series Kuzey Güney were appropriate for the show.

Table 28 Participants' attitudes towards "clothes used in Kuzey Güney TV series are appropriate"

Clothes used in the TV series Kuzey Güney TV series are appropriate for the show.	Frequency	Percentage
Strongly Agree	50	16,7
Agree	138	46,0
Undecided	88	29,3
Disagree	18	6,0
Strongly Disagree	6	2,0

Product placement strategy used for advertising "clothes in Kuzey Güney series is suitables" results were; 50 (16,7 %) strongly agree; 138 (46,0 %) agree; 88 (29,3 %) undecided; 18 (6,0 %) disagree; 6 (2,0 %) strongly disagree. 62.7 % agreed clothes used in Kuzey Güney TV as part of product placement strategy series were appropriate.

Table 29 Participants' attitudes towards "advertising mobile phones in the TV series Kuzey Güney are appropriate"

Advertising mobile phones in the TV series Kuzey Güney are appropriate for the show.	Frequency	Percentage
Strongly Agree	105	35,0
Agree	141	47,0
Undecided	28	9,3
Disagree	26	8,7
Strongly Disagree	0	

"Advertising mobile phones in Kuzey Güney series through product placement are suitables' results were; 105 (35,0 %) strongly agree; 141 (47,0 %) agree, 28 (9,3 %) were undecided; 26 (8,7 %) disagree, 0 (0 %) strongly disagreed. 82 % of participants agreed advertising mobile phones in the TV series Kuzey Güney is appropriate.

Table 30 Participants' attitudes towards "using car brands in the TV series Kuzey Güney attract me"

Using car brands in the TV series Kuzey Güney attract me.	Frequency	Percentage
Strongly Agree	112	37,3
Agree	96	32,0
Undecided	78	26,0
Disagree	8	2,7
Strongly Disagree	6	2,0

"Using car brands in Kuzey Güney TV series catch my attention's" results were; 112 (37,3 %) strongly agreed; 96 (32,0 %) agreed; 78 (26,0 %) undecided; 8 (2,7 %) disagreed; and 6 (2,0 %) strongly disagreed. % 69 agreed that using car brands in the TV series Kuzey Güney attract me.

Table 31 Participants' attitudes towards "brands of the drinks in the TV series Kuzey Güney attract me"

Brands of the drinks used in the TV series Kuzey Güney attract me.	Frequency	Percentage
Strongly Agree	38	12,7
Agree	89	29,7
Undecided	131	43,7
Disagree	31	10,3
Strongly Disagree	11	3,7

Product placement used for advertising drinks in Kuzey Güney TV series catch my attentions' results were, 38 (12,7 %) strongly agree; 89 (29,7 %) agreed; 131 (43,7 %) were undecided; 31 (10,3 %) disagree; and 11 (3,7%) strongly disagreed. 42.4 % agreed that drinks brands in the TV series Kuzey Güney attract them.

Table 32 Participants' attitudes towards "product placement used for clothes in the TV series Kuzey Güney attract me

Product placements used for clothes in the TV series Kuzey Güney attract me.	Frequency	Percentage
Strongly Agree	77	25,7
Agree	93	31,0
Undecided	72	24,0
Disagree	20	6,7
Strongly Disagree	38	12,7

'Product placement used for advertising clothes in the TV series Kuzey Güney attract me" results were; 77 (25,7 %) strongly agreed; 93 (31,0 %) agreed; 72 (24,0 %) were undecided, 20 (6,7 %) disagreed, and 38 (12,7%) strongly disagreed.

Table 33 Participants' attitudes towards "mobile phones used in the TV series Kuzey Güney draw my attention"

Mobile phones used in the TV series Kuzey Güney draw my attention.	Frequency	Percentage
Strongly Agree	82	27,3
Agree	138	46,0
Undecided	37	12,3
Disagree	15	5,0
Strongly Disagree	28	9,3

Product placement as mobile phone catch my attention results were; 82 (27,3 %) strongly agree; 138 (46,0 %) agreed; 37 (12,7 %) undecided; 15 (5,0 %) disagreed; 28 (9,3 %) strongly disagreed.

Table 34 Participants' attitudes towards "I think of buying the cars used in the TV series Kuzey Güney"

I think of buying the cars used in the TV series Kuzey Güney.	Frequency	Percentage
Strongly Agree	36	12,0
Agree	80	26,7
Undecided	92	30,7
Disagree	50	16,7
Strongly Disagree	42	14,0

"I think buying the cars in Kuzey Güney series" results were; 36 (12,0 %) strongly agreed; 80 (26,7 %) agree; 92 (30,7 %) undecided; 50 (16,7 %) disagree; 42 (14,0 %) and strongly disagree.

Table 35 Participants' attitudes towards "I think of buying the drinks used in the TV series Kuzey Güney"

I think of buying the drinks used in the TV series Kuzey Güney.	Frequency	Percentage
Strongly Agree	26	8,7
Agree	67	22,3
Undecided	102	34,0
Disagree	70	23,3
Strongly Disagree	35	11,7

I would like to buy the drinks product placement strategy used in the TV series Kuzey Güney's results were; 26 (8,7 %) strongly agreed, 67 (22,3 %) agreed; 102 (34,0 %) undecided; 70 (23,3 %) disagreed; 35 (11,7 %) strongly disagreed.

Table 36 Participants' attitudes towards "I think of buying the clothes used in the TV series Kuzey Güney"

I think of buying the clothes used in the TV series Kuzey Güney.	Frequency	Percentage
Strongly Agree	84	28,0
Agree	96	32,0
Undecided	61	20,3
Disagree	40	13,3
Strongly Disagree	19	6,3

I would like to buy the clothes advertisement through product in Kuzey Güney series' results were; 84 (28,0 %) strongly agree; 96 (32,0 %) agree; 61 (20,3%) undecided; 40 (13,3 %) disagree; and 19 (6,3 %) strongly disagree.

Table 37 Participants' attitudes towards "I think of buying the mobile phones used in the TV series Kuzey Güney"

I think of buying the mobile phones used in the TV series Kuzey Güney.	Frequency	Percentage
Strongly Agree	42	14,0
Agree	138	46,0
Undecided	49	16,3
Disagree	38	12,7
Strongly Disagree	33	11,0

I would like to buy mobile phones that I see in Kuzey Güney series' results were; 42 (14,0 %) strongly agree; 138 (46,0 %) agree; 49 (16,3 %) undecided, 38 (12,7 %) disagree, 33 (11,0 %) strongly disagree.

Table 38 Participants' attitudes towards "I feel bad if the products and the services that are advertisements through product placement are too expensive for me to afford

I feel bad if the products and the services, that are used in the product placement, are too expensive for me to afford.	Frequency	Percentage
Strongly Agree	57	19,0
Agree	115	38,3
Undecided	37	12,3
Disagree	52	17,3
Strongly Disagree	39	13,0

"I feel bad if the products and the services, that are used in the product placement, are too expensive for me to afford" this statement's results were: 57 (19,0 %) strongly agree; 115 (38,3 %) agree; 37 (12,3 %) undecided; 52 (17,3 %) disagree; 39 (13,0 %) strongly disagree.

Table 39 Participants' attitudes towards "I feel happy when I buy the products with the product placement applications"

I feel happy when I buy the products with the product placement applications.	Frequency	Percentage
Strongly Agree	83	27,7
Agree	114	38,0
Undecided	45	15,0
Disagree	27	9,0
Strongly Disagree	31	10,3

"I feel happy when I the buy the products and services with the product placement applications"' results were; 83 (27,7 %) strongly agree; 114 (38,0 %) agree; 45 (15,0 %) undecided; 27 (9,0 %) disagree; 31 (10,3 %) strongly disagree. The results indicate that the audience is familiar with product placement application and these applications' influence their attitudes toward goods and services advertised.

4.2. Participant's Attitudes Towards Product Placement Applications

This section provides participants' reponses' means and corresponding attitudes towards products placement in general and product placement used in Kuzey Güney TV series in particular.

Table 40 Participants' attitudes towards product placement used in TV series in general

Statement	Mean	Attitude
Using brands in TV series make the series realistic.	1,99333	Agree
Product placements in TV series are more effective than the advertisements in between series.	1,9100	Agree
I like watching the advertisements in between the series.	3,3300	Undecided
I like watching the advertisements that celebrities take part	2,1800	Agree
I look for the products and services, that I see and like in series, in stores.	2,2067	Agree
Brands used in TV series get my attention.	2,1400	Agree
I would like to buy the product that my favourite characters use in the series.	2,4367	Agree
I always buy the product and the service that my favourite characters used in the series.	3,0367	Undecided
I don't find it right for producers to use product placement in the series to attract audience.	3,3433	Undecided

Table 40 indicates that participants show agreement with most of the statements. They are are undecided about "I like watching the advertisements in between the series, "I always buy the product and the service that my favourite characters used in the series", and "I don't find it right for producers to use product placement in the series to attract audience" statements.

Table 41 Participants' attitudes towards product placement strategies used in Kuzey Güney series

STATEMENT	MEAN	ATTITUDE
Product placements on GSM in Kuzey Güney show gets my attention	2,0667	Agree
Cars in the TV series Kuzey Güney are appropriate for the show	2,0467	Agree
Drinks in the TV series Kuzey Güney are appropriate for the show	2,3067	Agree
Clothes in the TV seriesKuzey Güney are appropriate for the show	2,0267	Agree
Mobile phones in the TV series Kuzey Güney are appropriate for show	1,9167	Agree
Car brands in the TV series Kuzey Güney attract me	2,00	Agree
Brands of the drinks in the TV series Kuzey Güney attract me	2,6267	Undecided
Product placements used clothes in the TV series Kuzey Güney attract me	2,4967	Agree
Mobile phones used in the TV series Kuzey Güney draw my attention.	2,2300	Agree
I think of buying the cars used in the TV series Kuzey Güney	2,9400	Undecided
I think of buying the drinks used in the TV series Kuzey Güney	3,0700	Undecided
I think of buying the clothes used in the TV series Kuzey Güney	2,3800	Agree
I think of buying the mobile phones used in the TV series Kuzey Güney	2,6067	Undecided
I feel bad if the products and the services, that are used in the product placement, are too expensive for me to afford.	2,6700	Agree
I feel happy when I buy the products among the product placement applications.	2,36	Agree

The above table indicates participants' attitudes about product placement strategies. Table 41 indicates that participants show agreement with most of the statements. They are, however, undecided about "Brands of the drinks used in the TV series Kuzey Güney attract me"; "I think of buying the cars, drinks and mobile phones used in the TV series Kuzey Güney", "I don't find it right for producers to use product placement in the series to attract audience".

4.3 Chi Square Test Results

This section presents Chi-square test results according to gender and age at the p≤0.05 level.

Table 42 Chi-square test results for Gender and TV watching

Gender	1-3 hours	4-5 hours	6-7 hours	8 or over hours
Male	87	45	16	2
Female	69	75	6	0

$X^2 = 16,122$ $p < 0,001$

In this table, participants' gender and TV watching time was compared and statistical relation was found at the ($p < 0,001$) level. This result indicates that there is a statistically significant difference between gender in terms of TV watching.

Table 43 Chi-square test results for gender and shoping time

Gender	1-3 hours	4-5 hours	6-7 hours	8 or over
Male	103	41	4	2
Female	65	56	26	3

$X^2 = 27,248$ $p \leq 0,000$

In this table, participants' gender and shopping time was compared and statistical significant difference was found at the ($p \leq 0,000$).

Table 44 Chi-square test results for gender and shopping place

	Where do you shopping?		
Gender	From Store	From Internet	Other
Male	111	39	0
Female	137	12	1

$X^2 = 18,020$ $p \leq 0,000$

In this table, participants gender' and where they shopped was compared and it was found that there is statically significant difference ($p \leq 0,000$).

Table 45 Chi-square test results for gender and "product placement is more effective than commercials"

Produtc placement is more effective than commercials.					
Gender	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Male	79	36	14	13	8
Female	53	70	16	8	3

X²= 19,623   p<0,001

In this table, participants' gender and "product placement is more effective than commercials statement was compared and a statically significant difference was found at (p<0,001).

Table 46 Chi-square test results for gender and I like watching commercials

I like watching commercials.					
Gender	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Male	19	34	36	17	44
Female	10	40	13	48	39

X²= 29,161   p≤0,000

In this table, participants' gender and "I like watching commercials statement" was compared and statistical a significant diference was found (p≤0,000).

Table 47 Chi-square test results for gender and "I find brands in TV series interesting"

	I find brands in series interesting				
Gender	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Male	27	66	38	12	7
Female	51	74	15	8	2

X^2= 21,401   p≤0,000

In this table, participants' gender and "I find brands in TV series interesting" statement was compared and signit was found that there is statically significant difference between gender and the statement a statistical difference was found (p≤0,000) level.

Table 48 Chi-square test results for gender and "I would like to buy the product of characters I like"

	I would like to buy the product of characters I like				
Gender	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Male	25	59	28	32	6
Female	25	77	30	13	5

X^2= 10,564   p<0,032

In this table, participants' gender and "I would like to buy the product of characters I like" statement was compared and statically significant difference was found as (p<0,032) at p≤0.05 level.

Table 49 Chi-square test results for gender and "I buy the products that characters I like"

	I buy the products that characters I like				
Gender	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Male	12	48	25	43	22
Female	19	34	38	50	9

X^2= 12,632   p<0,013

In this table, participants' gender and "I buy products that characters I like" statement was compared and a statically significant difference was found as p≤0.013 at (p<0,005).

Table 50 Chi-square test results for gender and "I am aware of the product placement in Kuzey Güney TV series easily"

	I am aware of the product placement in Kuzey Güney TV series easily				
Gender	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Male	34	79	17	20	0
Female	35	94	12	6	3

X^2= 12,716   p<0,013

In this table, participants gender and "I am aware of the product placement in Kuzey Güney TV series easily" statement was compared and a statically significant difference was found as p≤0.013 at p<0,05 level.

Table 51 Chi-square test results for gender and "mobile phones in Kuzey Güney TV series are appropriate"

	Mobile phones in Kuzey Güney TV series are appropriate				
Gender	StronglyAgree	Agree	Undecided	Disagre	StronglyDisagree
Male	65	56	7	22	0
Female	40	85	21	4	0

X^2= 31,378   p≤0,000

In this table, participants' gender and mobile phones in Kuzey Güney TV series are appropriate statement was compared. It was found that there is statistically significant difference as (p≤0,000).

Table 52 Chi-square test results for gender and "car brands in Kuzey Güney TV series draw my attention"

	Car brands in Kuzey Güney TV series draw my attention.				
Gender	StronglyAgree	Agree	Undecided	Disagree	StronglyDisagree
Male	77	34	35	3	1
Female	35	62	43	5	5

X^2= 27,904   p≤0,000

In this table, participants' gender and "car brands in Kuzey Güney TV series draw my attention statement was compared and it was found that there is a statically significant difference as (p≤0,000).

Table 53 Chi-square test results for gender and "mobile phones brands in Kuzey Güney TV series draw my attention"

	Mobile phones brands in Kuzey Güney TV series draw my attention.				
Gender	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Male	54	60	9	5	22
Female	28	78	28	10	6

X^2= 31,158   p≤0,000

In this table, participants' gender and mobile phones brands in Kuzey Güney TV series draw my attention" statement was compared and a statistically significant was found as (p≤0,000) at p≤0.05 level.

Table 54 Chi-square test results for gender and "I think of buying the cars in Kuzey Güney TV series"

	I think of buying the cars in Kuzey Güney TV series				
Gender	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Male	20	55	40	12	23
Female	16	25	52	38	19

$X^2= 27,161$ $p \leq 0,000$

In this table, participants gender and I think of buying the cars in Kuzey Güney TV series statement was compared and a statically significant difference was found as ($p \leq 0,000$) when p was taken as $p \leq 0.05$.

Table 55 Chi-square test results for gender and "I think of buying the mobile phones in Kuzey Güney TV series"

	I think of buying the mobile phones in Kuzey Güney TV series				
Gender	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
Male	21	70	22	13	24
Female	21	68	27	25	9

$X^2= 11,147$ $p< 0,025$

In this table, participants' gender and I "think of buying the mobile phones in Kuzey Güney TV series statement was compared and astatically significant difference was found at ($p<,0.05$) level.

Table 56 Chi-square test results for age and TV watching time

Age	Age and TV watching time			
	1-3 hours	4-5 hours	6-7 hours	8 and over
18-24	41	33	5	1
25-31	36	19	10	1
32-38	67	43	5	0
39 and over	12	25	2	0

$X^2 = 21,737$ $p < 0,010$

In this table, participants' age and TV watching time was compared and it was found that there is a statically significant difference was found as $p < 0,010$ at $p \leq 0,05$.

Table 57 Chi-square test results for age and shopping time

Age	Age and Shopping time			
	1-3 hours	4-5 hours	6-7 hours	8 and over
18-24	36	37	3	4
25-31	40	21	5	0
32-38	72	31	11	1
39 and over	20	8	11	0

$X^2 = 34,523$ $p \leq 0,000$

In this table, participants' age and "shopping time" was compared and it was found out that there is a statically significant difference at $p \leq 0,05$ level.

4. 4 One WayANOVA Test Results

Participants' status (whether they are students, academicians or administrative staff) is taken as the independent variable and checked against all Likert Scale type questions which are taken, as depends variables. The following section presents. ANOVA test results when p is taken as $p \leq 0.05$

Table 58 ANOVA Test results according to questions 15,
17,18 ,19

Questionnaire Items	F	Sig
Using brands in TV series make the series realistic	0,224	p<0,001
I like watching the advertisements in between the series.	0,001	p<0,001
I like watching the advertisements that celebrities take part	0,569	p<0,001
I look for the products and services, that I see and like in series, in stores.	0,809	p<0,001

Among all the 5 point Likert Scale questions, only. These items indicate that there is a statically significant difference at $p \leq 0,05$ level.

Table 59 ANOVA Test results for question EMU status
and 20

Questionnaire Item	F	Sig
Brands used in TV series get my attention.	0,766	p<0,001

Table 59 indicates one-way ANOVA test results computed according to status in EMU and all 5-point Likerts Scale items in order to explore participants' attitudes towards product placement strategies used in Kuzey Güney TV serial. Only, "Brands used in TV series get my attention" statement has p<0,001 value. There is a a statically significant difference at $p \leq 0,05$ level.

Table 60 ANOVA Test results according to questions
25, 26, 27, 28, 30, 31, 32

Questionnaire Items	F	Sig
Product placements on GSM in Kuzey Güney show gets my attention	25,022	p<0,001
Cars in the TV series Kuzey Güney are appropriate for the show	15,455	p<0,001
Drinks in the TV series Kuzey Güney are appropriate for the show	14,070	p<0,001
Clothes in the TV seriesKuzey Güney are appropriate for the show	25,646	p<0,001
Car brands in the TV series Kuzey Güney attract me	3,714	p<0,05
Brands of the drinks in the TV series Kuzey Güney attract me	0,656	p<0,05
Product placements about clothes in the TV series Kuzey Güney attract me	16,363	p<0,001

Table 60 indicates one-way ANOVA test results according to status in EMU and "Product placements on GSM in Kuzey Güney show gets my attention"; "Cars in the TV series Kuzey Güney are appropriate for the show"; "Drinks in the TV series Kuzey Güney are appropriate for the show", Clothes in the TV series Kuzey Güney are appropriate for the show, "Product placements about clothes in the TV series Kuzey Güney attract me" were compared and statically significant was found. (p<0,001)". EMU status and "Car brands in the TV series Kuzey Güney attract me", "brands of the drinks in the TV series Kuzey Güney attract me" were compared and statically significant was found. (p<0,05).

Table 61 EMU Status ANOVA Test results according to questions 33, 34, 35, 36,37, 38, 39

Questionnaire Items	F	Sig
Mobile phones used in the TV series Kuzey Güney draw my attention	18,660	$p<0,001$
I think of buying the cars used in the TV series Kuzey Güney	2,236	$p<0,05$
I think of buying the drinks used in the TV series Kuzey Güney	3,100	$p<0,05$
I think of buying the clothes used in the TV series Kuzey Güney	9,207	$p<0,001$
I think of buying the mobile phones used in the TV series Kuzey Güney	22,135	$p<0,001$
I feel bad if the products and the services, that are used in the product placement, are too expensive for me to afford.	12,979	$p<0,001$
I feel happy when I buy the products among the product placement applications.	18,762	$p<0,001$

Table 61 indicates one-way ANOVA test results according to status in EMU and "Mobile phones used in the TV series Kuzey Güney draw my attention"; "I think of buying the clothes used in the TV series Kuzey Güney", I think of buying the mobile phones used in the TV series Kuzey Güney, "I feel bad if the products and the services, that are used in the product placement is too expensive for me to afford"; "I feel happy when I buy the products among the product placement applications" were compared difference and statistically significant was found at $p \leq 0.05$ level.

Table 62 ANOVA Test results according to questions 35, 36

	F	Sig
I think of buying the drinks used in the TV series Kuzey Güney	3,100	p<0,047
I think of buying the clothes used in the TV series Kuzey Güney	9,207	p<0,000

Table 62 indicates one-way ANOVA test results computed according to status in EMU and all 5-point Likerts Scale items explore participants' attitudes towards product placement strategies used in Kuzey Güney TV serial. In this table "I think of buying the drinks used in the TV series Kuzey Güney" statement was compared and statically significant difference was found (p<0,047). Moreover, "I think of buying the clothes used in the TV series Kuzey Güney" statement was compared with income and statically significant difference was found according to as p<0,000.

Chapter 5

CONCLUSION

This chapter aims to pull the strings of the study together. Firstly, a thorough summary of the study is given. After that, research questions and hypothesis are revisited and conclusions are drawn from the study. Lastly, suggestions for further research are made.

5.1 Summary of the Study

Parallel to the technological developments, the need of the manufacturers to reach the target market increase and their need for production increased. Producers, in addition to traditional methods have been in search of new means for reaching the target market. In addition to this, the increased interest in movie industry and television series led the producers to take into consideration advertising in this area. Shortly, based on these developments, product placement has become a sine qua non for marketing activities.

Product placement can be explained as an act of presenting the product (either goods or services) in different media through making the necessary payments with the interest of influencing the customer and changing their ideas in order to convince them for buying.

Initially, product placement was in the form of decoration used in certain TV series and movie. Currently, product placement has become a significant aspect both of film and TV series production.

This particular study has been designed as an exploratory, descriptive study. Its methodology is quantitative. It is a case study of the EMU students and staff (both academic and administrative). Data has been collected through a questionnaire consisting of 39 questions. The first part of the questionnaire seeks to collect information about the demographic characteristics of the participants (N= 300) were selected via non-proportional random sampling strategy. 100 participants were selected from all three groups: students, academic and administrative staff. Data collection was carried out in May 2012.

5.2 Conclusions Drawn from the Study

As it has been mentioned in Chapter 1, the present study seeks to answer 7 research questions. In this section, each question will be re-visited and answered in the light of the findings of the study.

RQ1: Are EMU's staffs and students aware of product placement strategy used in Kuzey Güney series?

Participants were asked the meaning of Product Placement application in order to explore whether they awareness of the product placement strategy in Kuzey Guney TV series. 76% of participants responded that they knew the meaning of product placement. This draws our attention to the fact that the Turkish TV audience is aware of product placement strategies used in TV series.

RQ2: What are attitudes of EMU's staff and students regarding product placement strategies used in Kuzey Guney series?

In order to understand the point of view of the participants point of view regarding product placement the statement: "Using brands in TV series "make the series realistic" was asked in the questionnaire. This statement has 1.99333 mean values. Using brands in TV series make the series realistic statement was compared with the education status of the participants and it was found that there is statically significant difference at p≤0.005 level. The majority of the participants believe that use of brands in series make the series more realistic. Moreover, in order to respond to this question participants were given the "product placement in TV series are more effective that the advertisements in between series" statement. This statement has 1,9100 mean values. This result suggests that participants agree with the statement.

RQ3: How do EMU's staffs and students' perceive product placement in Kuzey Güney series?

In order to respond to this question participants were given the "I would like to buy the product that my favorite characters use in the series", "I always buy the product and the service that my favorite characters used in the series" questions. First statement has 2,4367 mean value. It can be said that, product placement strategy used in Kuzey Güney TV series effected participants' consumer buyer behaviors. At the second statement has 3,0367 mean value. It means participants are not sure to buy their favorite characters' products and services.

RQ4: How do EMU's staffs and students gender differences perceive product placement in Kuzey Güney series?

In order to understand this research question, chi-square test has been applied. Gender and questions 19, 20, 21, 22 were compared. Gender and "I look for the products and services, that I see and like in series, in stores" statement was compared. According to the test result a statistical significant difference was found $p \leq 0,000$ at the $p \leq 0,005$. In addition, this question has 2,2067 mean value that means most of participants agree with this statement. In order to find how participants perceive product placement, brands used in TV series get my attention statement and gender was computed. According to the result; it was found out that significant difference ($p \leq 0,000$). That statement has 2,1400 mean value. That means, average of the participants agree. "I would like to buy the product that my favorite characters use in the series" statement and gender was compared and it was found that there is statically significant differences ($p < 0,032$) level at $p \leq 0.05$ level.

Participants gender and "I buy products that characters I like" statement was also compared it was found out that there is a statically significant difference ($p < 0,013$). Moreover, "I always buy the product and the service that my favorite characters used in the series statement has 3,0367 mean value. That means average of participants is undecided about this issue.

RQ5: Do EMU's staff and students change their consumer buyer behaviors by product placement strategy which is used in Kuzey Güney series?

In order to understand this research question one way ANOVA test has been applied on status and some questions which are related purchasing. EMU status and "I always buy the product and the service that my favorite characters used in the series" was compared via one way ANOVA test. It has $p < 0,416$ value that's why it has no significant meaning. However, EMU status and "I think of buying the cars used in the TV series Kuzey Güney" statement compared and $p < 0,05$ value was found. Also EMU status and "I think of buying the clothes used in the TV series Kuzey Güney" statement compared and statically significant relation was found ($p < 0,001$). In addition, EMU status and "I think of buying the mobile phones used in the TV series Kuzey Güney" statement was compared and statically significant difference was found as ($p < 0,001$).

RQ6: Are the EMU's staff and students who have higher income influenced by product placement strategy more or not?

In order to understand this research question, one way ANOVA test has been applied. Income and "I would like to buy the product that my favorite characters use in the series" it was found that there is not a statically significant difference ($p < 0,109$). With income "I think of buying the cars used in the TV series Kuzey Güney", "I think of buying the drinks used in the TV series Kuzey Güney" ($p < 0,047$) This statement and income did not yield any statistically significant difference. "I think of buying the clothes used in the TV series Kuzey Güney" statement and income was computed and it was found that there is a difference ($p < 0,000$).

H1: The status of participants (whether they are students, academicians or administrative staff) influences the audience's consumer behavior as a result of

product placement used in Kuzey Güney TV series. To verify the hypothesis in the thesis, chi-square test was carried out to the questions 34, 35, 36, 37, 38 and 39in the survey with the income of the participants. As a result, only the question 34 in the survey was valued as, 046 which mean it is significantly valued.

There is a statistically significant difference at $p \leq 0.05$ level. According to the chi-square test the questions 35, 36, 37, 38 and 39 valued as p 0,000 which means there is statistically significant difference at $p \leq 0.05$ level. Therefore, the hypothesis was approved.

5.3 Suggestions for Further Research

The present study was conducted at the Eastern Mediterranean University in spring 2012 about product placement effects on TV series. Further research can be pursued on ethical issues of product placement strategy. In addition, further research can be on product placement strategy's effects on television series' scenarios.

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APPENDICES

Appendix A: English Version of Questionnaire Form

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

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

3-Income? **A-** 500- 1000 **B-** 1001-2000 **C-** 2001-3000 **D-** 3001 or 3999 **E)** 4000 or over

4-Level of Education? **A-** High School **B-**Associate Degree **C-**Barchelor D- MA and PHD

5-EMU status? **A-**Student   **B-**Academic Stuff   **C-)**Administrative Personnel

6-How many hours do you watch TV in a day? **A-**None **B-**1-3 **C-**4-5   **D-** 6-7 **E)** 8 or   over

7- List your favorite TV channels? **1-**   **2-**   **3-**   **4-**

8-List your favorite TV series?   **1-**   **2-**   **3-**   **4-**

9-List your favorite types of TV programmes? **1-**   **2-**   **3- 4-**

10- In which media environment do you watch the TV series most? **A-**TV **B-**Internet **C-**   Other

11- What are your priorities when choosing the TV series? **A-**Topic **B-** Actor **C-**Genre **D-**Productor **E-**Other

12- How many hours do you spend on shopping in a week?**A-** 1-3 **B-** 4-6 **C-**7-9 **D-**10 or Over

13- Where do you usually go for shopping? **A-** Shopping Centre **B-** Internet **C-**Other

14- Do you know the meaning of the product replacement? **A-**Yes **B-** No

15- Using brands in TV series make the series realistic?

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

16- Product placements in TV series are more effective than the advertisements in between the series.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

17- I love watching the advertisements in between the series.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

18- I love watching the advertisements that celebrities take part.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

19- I look for the products and services, that I see and like in series, in stores.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

20- Brands used in TV series get my attention.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

21- I would like to buy the product that my favourite characters use in the series.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

22- I always buy the product and the service that my favourite characters used in the series.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

23- I don't find it right for producers to use product replacement in the series to attract audience.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

24- I can easily realize the product replacements in the show Kuzey Güney.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

25- Product replacements on GSM in Kuzey Güney show gets my attention.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

26- Cars in the TV series Kuzey Güney are appropriate for the show.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

27- Drinks in the TV seriesKuzey Güney are appropriate for the show

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

28- Clothes in the TV seriesKuzey Güney are appropriate for the show.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

29- Mobile Phones in the TV seriesKuzey Güney are appropriate for the show.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

30- Car brands in the TV series Kuzey Güney attract me.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

31- Brands of the drinks in the TV series Kuzey Güney attract me.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

32- Product placements about clothes in the TV series Kuzey Güney attract me.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

33- Mobile phones used in the TV series Kuzey Güney draw my attention.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

34- I think of buying the cars used in the TV series Kuzey Güney.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

35- I think of buying the drinks used in the TV series Kuzey Güney.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

36- I think of buying the clothes used in the TV series Kuzey Güney.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

37- I think of buying the mobile phones used in the TV series Kuzey Güney.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

38- I feel bad if the products and the services, that are used in the product replacement, are too expensive for me to afford.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

39- I feel happy when I buy the products among the product replacement applications.

A-)Strongly Agree   B-Agree   C- Undecided D- Disagree E-Strongly Disagree

Appendix B: Turkish Version of Questionnaire Form

Değerli Katılımcı,

Bu anket formu, Doğu Akdeniz Üniversitesi'nde Doç Dr. Bahire ÖZAD tarafından yönetilen "TV Dizilerindeki Ürün Yerleştirme Uygulamasının Tüketici Davranışlarına Etkisi" adlı yüksek lisans tez çalışmasına Doğu Akdeniz Üniversitesi içerisinde veri sağlamak amacıyla hazırlanmıştır. Anket verileri sadece bilimsel amaçlı araştırma için kullanılacak ve gizli tutulacaktır. Katılımınız için teşekkür ederim. Ersen Çağlar SOYDEMİR

1- **Cinsiyetiniz ?**   **A-** Erkek   **B-** Kadın

2- **Yaşınız ?**   **A-** 18-24   **B-** 25-31   **C-** 32-38   **D-** 39 ve Üzeri

3- **Geliriniz ? (Türk Lirası)**   **A-** 500- 1000   **B-** 1001-2000 **C-** 2001-3000   **D-** 3001 ve 3999   **E)** 4000 ve üzeri

4- **Eğitim Durumunuz ?**   **A-)** Lise   **B-)** Ön Lisans   **C-)** Lisans   D-) Yüksek Lisans ve üzeri

5- **DAÜ'deki statünüz?** **A-)** Öğrenci   **B-)** Akademik   Personel **C-)** Yönetsel Personel

6- **Günde kaç saat Televizyon izliyorsunuz?** A-) Hiç izlemem   B-) 1-3   C) 4-5   D-) 6-7   E) 8 veya üzeri

7- **Televizyonda en çok izlediğiniz kanalları sıralayınız.** 1-   2-   3-   4-

8- **Televizyonda en çok izlediğiniz dizileri sıralayınız.** 1-   2-   3-   4-

9- **Televizyonda en çok izlediğiniz program türlerini sıralayınız.**

1-   2-   3-   4-

10- **Dizileri en çok hangi medya aracından izlersiniz?** **A)** Televizyon **B)** Internet **C)** Diğer

11- Dizi seçerken neye önem verirsiniz? A-) Konusuna B-) Oyuncularına C-) Türüne
D-) Yapımcısına E) Diğer

12- Alış-verişe haftada kaç saat zaman ayırırsınız ? A-) 1-3 B-) 4-6 C-) 7-9   D-) 10 veya üzeri

13- Alış-verişlerinizi genelde nereden yapıyorsunuz? A-) Mağazadan B-) Internetten C) Diğer

14- Ürün Yerleştirme Uygulamasının ne anlama geldiğini biliyorum.

 A) Evet B) Hayır

15- Dizilerde markaların kullanılması dizileri gerçekçi yapar.;

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-) Kesinlikle Katılmıyorum

16- Dizilerde kullanılan markalar, dizi arasında yayınlanan reklamlardan daha etkilidir.

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-) Kesinlikle Katılmıyorum

17- Dizi arası reklamları izlemekten hoşlanırım.

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-) Kesinlikle Katılmıyorum

18- Ünlülerin rol aldığı reklamları izlemekten hoşlanırım.

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-)
Kesinlikle Katılmıyorum

19- Dizilerde görüp beğendiğim ürünleri ve hizmetleri mağazalarda ararım;

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-)
Kesinlikle Katılmıyorum

20- Dizilerde kullanılan markalar dikkatimi çekmektedir.

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-)
Kesinlikle Katılmıyorum

21- Dizilerde sevdiğim karakterin kullandığı ürünü satın almak isterim;

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-)
Kesinlikle Katılmıyorum

22- Dizilerde sevdiğim karakterlerin kullandığı ürünleri herzaman satın alırım.

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-)
Kesinlikle Katılmıyorum

23- Yapımcıların izleyicileri etkilemek için markaları dizilere yerleştirmesini doğru bulmuyorum.

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-) Kesinlikle Katılmıyorum

24- Kuzey Güney dizisinde uygulanan Ürün Yerleştirme Uygulamasını kolayca fark ederim.

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-) Kesinlikle Katılmıyorum

25- Kuzey Güney dizisindeki GSM (Turkcell,Vodafone,Avea) ürün yerleştirme uygulamaları dikkatimi çeker.

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-) Kesinlikle Katılmıyorum

26- Kuzey Güney dizisinde ürün yerleştirme uygulaması kapsamında kullanılan arabalar diziye uygundur.

A-) Kesinlikle Katılıyorum   **B-)** Katılıyorum   **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

27- Kuzey Güney dizisinde ürün yerleştirme uygulaması kapsamında kullanılan içecekler diziye uygundur.

A-) Kesinlikle Katılıyorum   **B-)** Katılıyorum   **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

28- Kuzey Güney dizisinde ürün yerleştirme uygulaması kapsamında kullanılan elbiseler diziye uygundur.

A-) Kesinlikle Katılıyorum   **B-)** Katılıyorum   **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

29- Kuzey Güney dizisinde ürün yerleştirme uygulaması kapsamında kullanılan cep telefonları diziye uygundur.

A-) Kesinlikle Katılıyorum   **B-)** Katılıyorum   **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

30- Kuzey Güney dizisinde ürün yerleştirme kapsamında kullanılan araba markaları dikkatimi çeker.

A-) Kesinlikle Katılıyorum   **B-)** Katılıyorum   **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

31- Kuzey Güney dizisinde ürün yerleştirme kapsamında kullanılan içecek markaları dikkatimi çeker.

A-) Kesinlikle Katılıyorum   **B-)** Katılıyorum   **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

32- Kuzey Güney dizisinde ürün yerleştirme kapsamında kullanılan elbise markaları dikkatimi çeker.

A-) Kesinlikle Katılıyorum   **B-)** Katılıyorum   **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

33- Kuzey Güney dizisinde ürün yerleştirme kapsamında kullanılan cep telefonları dikkatimi çeker.

A-) Kesinlikle Katılıyorum **B-)** Katılıyorum **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

34- Kuzey Güney dizisinde ürün yerleştirme uygulaması kapsamında kullanılan arabaları almayı düşünürüm.

A-) Kesinlikle Katılıyorum **B-)** Katılıyorum **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

35- Kuzey Güney dizisinde ürün yerleştirme kapsamında kullanılan içecekleri almayı düşünürüm.

A-) Kesinlikle Katılıyorum **B-)** Katılıyorum **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

36- Kuzey Güney dizisinde ürün yerleştirme kapsamında kullanılan elbiseleri almayı düşünürüm.
A-) Kesinlikle Katılıyorum **B-)** Katılıyorum **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

37- Kuzey Güney dizisinde ürün yerleştirme kapsamında kullanılan cep telefonlarını almayı düşünürüm.

A-) Kesinlikle Katılıyorum **B-)** Katılıyorum **C-)** Kararsızım **D-)** Katılmıyorum **E-)** Kesinlikle Katılmıyorum

38- **Ürün Yerleştirme uygulamalarındaki ürünler ve hizmetler satın alamayacağım kadar pahalıysa kendimi kötü hissederim.**

A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-) Kesinlikle Katılmıyorum

39- **Ürün Yerleştirme uygulamalarındaki ürünleri satın alınca mutlu olurum.** A-) Kesinlikle Katılıyorum   B-) Katılıyorum   C-) Kararsızım D-) Katılmıyorum E-) Kesinlikle Katılmıyorum

LETTERS OF CONSENT

29 Haziran 2011

Doğu Akdeniz Üniversitesi Akademik İşlerden Sorumlu Rektör Yardımcılığına,

Ben üniversiteniz İletişim Fakültesi 095192 öğrenci numaralı yüksek lisans öğrencisi E. Çağlar Soydemir. "TV Dizilerinde (Kuzey-Güney) kullanılan ürün yerleştirme uygulamalarının tüketici davranışlarına etkileri konulu yüksek lisans tezimde kullanılmak üzere Doğu Akdeniz Üniversitesi içerisinde öğrenciler, akademisyenler ve yönetsel personeli içeren anket uygulaması yapmak istiyorum. Bu araştırma kapsamında yapılacak olan anketime gerekli izinin verilmesini saygılarımla arz ederim.