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**ANTECEDENTS OF ATTITUDES TOWARD PRODUCT
PLACEMENT AND EFFECTS ON ATTITUDES
TOWARD BRAND**

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İZMİR-2020

DECLARATION

I hereby declare that this master's thesis titled as "Antecedent of Attitudes Toward Product Placement and Effects on Attitudes Toward Brand" has been written by myself in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor.

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ABSTRACT

Master's Thesis

**Antecedents of Attitudes Toward Product Placement and Effects on Attitudes
Toward Brand
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Department of Business Administration (English)

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Regardless of the young and old, when we observe any person during the day, we can easily see how much daily habits have changed. Technological advances and easier access to the internet play a big role in this. Nowadays, many people watch TV or movies, listen to music, play video games or spend time on social media when traveling, waiting for a lecture, meeting or bus, eating and on vacation whenever they don't have to work. In short, people do not have to be exposed to any kind of advertisement anymore by sitting in front of the TV for hours, watching a single channel.

In addition to this, with the developing technology and changing lifestyle, brands from all over the world can reach every part of the world. This situation made the world a huge target market. This large market has millions of brands from many different sectors and the competition is greatly increasing. Brands have to develop and implement powerful marketing tactics in order to compete and survive and stay ahead of their competitors. It is not difficult to say that product placement is vital at this point because product placement can be applied in all the channels mentioned above. All these channels, where people watch, listen, play or read what they want whenever they want, offer great opportunities to reach consumers.

The aim of this study is to reveal how two different types of product placement affect the brand attitude of the consumer in one of these channels,

series, which is vital for marketers. In addition to being an effective marketing method, product placement can be destructive for the brand if not done correctly. In this study, the prominent and subtle product placement types were discussed and tested on two different samples under the conditions where the series, character and brand were kept the same. In one of the samples, the effect of prominent product placements on brand attitude was examined, while in the other, the effect of subtle product placements on brand attitude was examined.

Keywords: Product Placement, Prominent Product Placement, Subtle Product Placement, Attitude.



ÖZET

Yüksek Lisans Tezi

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Genç yaşlı fark etmeksizin, gün içerisinde herhangi bir insanı gözlemlediğimizde günlük alışkanlıkların ne kadar çok değiştiğini rahatlıkla görebiliriz. Bunda teknolojik gelişmeler ve internete erişimin kolaylaşmış olması büyük rol oynamaktadır. Günümüzde birçok insan seyahat ederken, bir dersi, toplantıyı ya da otobüsü beklerken, yemek yerken, tatildeyken kısacası çalışmak zorunda olmadıkları her an internetten dizi ya da film izlemekte, müzik dinlemekte, video oyunları oynamakta ya da sosyal medyada vakit geçirmektedir. Artık insanlar eskisi gibi saatlerce televizyon başında oturup tek bir kanal izlemek her türlü reklama maruz kalmak zorunda değildir.

Buna ek olarak gelişen teknoloji ve değişen yaşam tarzıyla birlikte, dünyanın her yerinden markalar, dünyanın her noktasına ulaşabilir duruma gelmiştir. Bu durum dünyayı kocaman bir hedef pazar haline getirmiştir. Bu büyük pazarda çok farklı sektörlerden milyonlarca marka yer almakta ve rekabet büyük ölçüde artmaktadır. Markalar rekabet edip hayatta kalabilmek ve rakiplerinin önüne geçebilmek için çok güçlü pazarlama taktikleri geliştirmek ve uygulamak zorundadırlar. Bu noktada ürün yerleřtirmenin hayati önem taşıdığını söylemek zor olmamakta, çünkü yukarıda bahsedilen tüm kanallarda ürün yerleřtirme uygulanabilmektedir. İnsanların istediği zaman istediği şeyi izlediği, dinlediği, oynadığı ya da okuduğu tüm bu kanallar tüketicilere ulaşmak için büyük fırsatlar sunmaktadır.

Bu alıřmanın amacı, pazarlamacılar iin hayati nem tařıyan bu kanallardan biri olan dizilerde iki farklı tip rn yerleřtirmenin, tketicinin marka tutumunu nasıl etkilediğini ortaya koymaktır. rn yerleřtirme etkili bir pazarlama metodu olmasının yanı sıra eęer doęru řekilde yapılmazsa marka iin tehlikeli de olabilmektedir. Bu alıřmada dizi, karakter ve markanın aynı olduęu kořullarda belirgin ve belirgin olmayan rn yerleřtirme trleri ele alınmıř ve iki farklı rneklem zerinde test edilmiřtir. rneklemlerden birinde belirgin rn yerleřtirmelerin marka tutumu zerine etkisi incelenirken dięerinde belirgin olmayan rn yerleřtirmelerin marka tutumu zerine etkisi incelenmiřtir.

Anahtar Kelimeler: rn yerleřtirme, Belirgin rn Yerleřtirme, G fark edilen rn Yerleřtirme, Tutum.

**ANTECEDENTS OF ATTITUDES TOWARD PRODUCT PLACEMENT
AND EFFECTS ON ATTITUDE TOWARD BRAND**

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ABBRETIATIONS

Achar	Attitude toward the character
Aseries	Attitude toward the series
Aactor	Attitude toward the actor
App	Attitude toward the product placement
Abrand	Attitude toward the brand
Fit actor brand	Fit between the actor and the brand

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INTRODUCTION

In marketing, sending the right message to right people at the right time has great significance. Due to technological developments and changes in daily lives of consumers, traditional media has transformed into cable TV, online platforms (such as Netflix, YouTube, Amazon Prime). So, reaching people with these channels is beneficial and almost mandatory for marketers. According to Mackay, Ewing, Newton, Windisch (2009: 423), due to the media fragmentation, media proliferation, and decreasing advertising efficacy, product placement increasingly is becoming an effective way to reach consumers and non-users. Also, two-thirds of TV viewers cut the sound during commercials, channel-surf, or skip them because according to consumers, commercials are annoying or irrelevant (Williams, Petrosky, Hernandez, Page, 2011:2). Hence, product placement in cable TV or online platforms can create a competitive advantage.

The objective of this thesis is to analyze the effects of product placement on attitude when conditions of TV-series, character and brand are kept the same. The effect on attitude is analyzed through comparing two types of product placement; subtle product placement and prominent product placement. In order to analyze the effect on product placement type on attitude toward the brand, attitude toward the actor, attitude toward the character, attitude toward the TV-series, attitude toward the product placement and fit between actor and brand are investigated. All these factors, attitude toward the actor, attitude toward the character, attitude toward the TV-series, attitude toward the product placement, attitude toward the brand and fit between actor and brand, are implemented from the study of Balasubramanian, Patwardhan, Pillai and Coker (2014)'s study of "Modeling attitude constructs in movie product placements".

In chapter one, definitions of product placement and types of product placement are given. Besides definitions and types of product placement, the channels of product placement are mentioned, too. There are plenty channels of product placement and all these channels are significant for marketers so all these are explained separately. Product placement examples are given in this chapter.

Attitude has been widely analyzed not only in psychology but also in marketing literature. In chapter two, definitions of attitude and theories of attitude such as the theory of planned behavior, theory of reasoned action, are given. Also, it is mentioned about the importance of attitude.

Methodology and findings are given in chapter three. To examine the collected data, multiple regression analyses are used and results are given in this chapter.

Finally, at the end of this study conclusion and executive summary for managers are given.



CHAPTER ONE

PRODUCT PLACEMENT

1.1. DEFINITIONS OF PRODUCT PLACEMENT

“Product placement is a paid product message aimed at influencing movie (or television) audiences via the planned and unobtrusive entry of a branded product into a movie (or television program). Typical product placement stems from a symbiotic relationship between a moviemaker (who controls opportunities for product appearances in a movie) and a product sponsor (who seeks such opportunities in exchange for valuable consideration) (Balasubramanian, 1994:31).

Schneider, Systems and Cornwell (2005) criticized the product placement definition of Balasubramanian (1994), by knowing that it stipulates that the placement only can implement for money and also Balasubramanian’s (1994) definition is limited in terms of implementing only movie or television program. It is actually related other platforms (Schneider, Systems & Cornwell, 2005).

Karrh (1998) approaches the concept of product placement as brand placement in literature product placement is same with brand placement. However, according to Karrh (1998) they are different, not thoroughly same. The product which is placed is generally a particular brand rather than, a product type; e.g. Rayban vs. Sunglasses. Karrh (1998) indicated that the brand placement does not have to be “unobtrusive”. Besides, Karrh (1998) defines brand placement as “the paid inclusion of branded products or brand identifiers, through audio and/or visual means, within mass media programming” (Karrh, 1998: 32).

Product placement definition of d’Astous and Chartier (2000) is “A product placement is the inclusion of a product, a brand name or the name of a firm in a movie or in a television program for promotional purposes. The purpose of this communication strategy is to increase consumer awareness and hopefully have a positive impact on consumer preference and intention to buy (d’Astous and Chartier, 2000: 31).

According to Gupta and Gould (1997), product placement is a growing strategy of marketing. They define product placement as brands are integrated in

movies in return for money or for some promotional consideration. They also added that there are so many types of placements which include TV, radio, music videos, video games, novels, plays and songs, as well as movies (Gupta and Gould, 1997:37).

1.2. PRODUCT PLACEMENT CHANNELS

As technology develops, the number of product placement channels increased. The most common channels which are used for product placement can be specified as (Tıǧlı, 2004: 23-31):

- Movies
- TV series or shows
- Music video clips
- Novels or Story books
- Radio shows
- Cartoons or animations
- Theater plays
- Opera or ballet
- Electronic Games

Movie industry and TV-series industry are significant realms for marketing. People watch only what they want, so when they choose a movie or TV-series for watching, they watch voluntarily and carefully. Companies do not want the audiences to avoid the advertisements; however, they cannot avoid brands which are placed in movies or TV-series. Some studies indicate that as product placement is applied successfully even though the product used by bad characters, it can make a good impression on audiences (Dias, Dias, Lages, 2016).

1.2.1. Movies

Movie industry has a great significance in all over the world since its first launch in 1895. Particularly in recent years, with technological developments and

globalization, movies can reach so many people from all over the world. Thus, this situation makes movie industry very attractive for the companies. This is because companies would love to be known worldwide and sell their products or services globally.

On the other hand, movie producers would like to find funding for their movies and decrease their expenses. All those reasons bring movie producers and companies together for a common solution. The solution is product placement for both movie producers and firms.

Puttnam and Watson (1998) suggested that the past of Hollywood is a story of the collision of art and commerce. Movie sector is a significant realm for product placement not only for brands which are placed in the movies, but also movie makers. This is because, using real brands in the movies increase the reality of the movies. It is win-win situation in terms of product and movie. When the history of product placement is considered, it can be discovered that the brands used to lend their products to movie producer. Thanks to that the product used to appear in the movie and also movie producers used to have got free decor, and it used to get easier the duty of art team (Laermer and Simmons, 2008).

In the literature, the most common example of product placement in movies is E.T. (Extra Terrestrial), Steven Spielberg's 1982 movie. The movie was a hit, it was watched by lots of people. In the movie, E.T. (Extra Terrestrial) followed a trace of Reese's Pieces out of the forest. After this successful product placement Reese's Pieces sales increased sharply by 65% in three months. This example was breakthrough for product placement. After that, product placement became more popular. Indeed, according to Snyder (1992), this is the emergence of the concept of product placement.

The matter of fact that, the concept of product placement through movies traces back long before E.T. (Extra Terrestrial). One of the first product placement examples is the soap brand Lever, shown into "Washing Day in Switzerland" made by pioneering French filmmaker Auguste and Louis Lumiere (Newell, Salmon and Chang, 2006).

Before 1930s, box office revenue started to decline and film producers started a new search and they establish a relationship with product placement. Then film

producers observed financial advantages of product placement in 1930s. After this beneficial relationship between firms and film producers, a new period began and film producers start to share script with the companies (Akkan, 2006). Thus, in 1930s product placement became more popular than the period before 1930 and started to prevalent between film producers and firms.

In 1945 Joan Crawford conspicuously consumed Jack Daniel's whiskey in the film which name is *Mildred Fierce* (Nebenzahl and Secunda, 1993). This is another famous example of product placement. This example shows that product placement kept on to expand in 1940s. As firms and film producers establish benefit from product placement, this significant marketing strategy keeps on expand through years.

When it comes to 1950s, marketing perspective went through a revolution and first step of the revolution was transaction oriented and focused on how firms sell their product (Kotler, et. al, 2014: 23). So, product placement was a common and effective marketing strategy in 1950s. In those years most popular product placement channel was movies and television programs. In 1950, there were placed product in "Destination Moon". Destination Moon is an American technicolor science fiction movie. This movie was directed by Irving Pichel and became very successful. Destination Moon had some prizes such as, Bronze Bear and Oscar prize. In this successful movie astronauts drank Coca-Cola and wore Lee jean (Newell, et.al., 2006: 578).

Thomas (2002), claims that the first product placement appeared in the 1951 film "African Queen". In this movie "Gordon's Dry Gin" was drunk and it was not an accident, it was deliberately.

"Product placement expanded slowly until the late-1960s, when a few movie directors began emphasizing reality-based themes in their films and, accordingly, infusing them with actual brand label products and advertising images" (Weisberg, 1985 as cited in EdD and Bourdeau, 2004: 17).

Product placement which was used in the film industry since the 1930s, were known as using brands' logos in the films as accessories and decor, however product placement to be used as planned and paid (Arslan, 2004).

In the beginning of 1970s movie producers evaluated product placement as more than free decor and accessories, product placement was used to provide fund for movie producing. According to Kotler (2014), the second phase of marketing evolution is being more related with consumer and main purpose was to make the consumers come back and buy more, in 1970s and 1980s. Product placement is a good way to establish a strong relationship between consumer and firms. Because of this, the importance of product placement was understood and increase in 1980s. And E.T. Extra Terrestrial is the biggest proof of this awareness.

In 1980s, product placement gained more meaning when firms started to make payments to the movie producers (Odabaşı, Oyman, 2006: 377).

1.2.2. TV series/Shows

Although nowadays internet became more popular, television still has great importance. People can choose whatever they want to watch via internet but they still watch television. A lot of television programs are free and easily accessible so these programs are chosen by consumers. At the same time, most of the people with older ages prefer television rather than internet. Thus, the importance of the television is indisputable.

Product placement in movies has been prevalent for long years. However, product placement in TV-series or shows is still an emerging phenomenon (Gupta and Lord, 1998: 47; Balasubramanian, 1994: 34). “One reason for this slow emergence is that television production is far more restricted in terms of the placement activities than the ones in film production” (Ferraro and Avery, 2000: 1).

In terms of firms, product placement in TV-series or shows would be quite effective seeing that some TV-series or shows are represented again and again. So, even with one product placement, the brand can be seen more than once on television and reach more consumers. This is a great opportunity for companies which carry out product placement works by means of television.

“Product placement in TV shows is becoming increasingly common” (Law and Braun, 2000:1059).

Avery and Ferraro (2000:1) claim that when TV audiences enjoy a TV-series or show they prefer to watch that for a long time. It makes a permanent, intense commitment to characters and audiences get involved the subject deeply. This is a huge opportunity for firms to establish strong relationship between consumers.

Additionally, in comparison with past, today internet is more common and people can reach almost all TV-series and shows on the internet. So, TV programs can be enjoyed infinitely, this makes TV-series more attractive for product placement.

In terms of TV-series and shows there are lots of product placement examples from foreign and Turkish productions. For instance, “Friends” was used as a product placement channel for many times. Friends is an American sitcom which was aired between 1994 and 2004. It is about six close friends, Monica, Rachel, Phoebe, Chandler, Joey and Ross’s lives. People still watch this record-breaking TV-series (IMDB, 2020). Therefore, the fans of this TV-series are still exposed to the product placements applications in it. Some of these placements include;

- Mercedes: in the first season, Rachel says that her father will buy Mercedes for her, if she came back home.
- Nike: Ross, Joey and Monica wear Nike in a few episodes.
- Toblerone: In one season, there was a Toblerone in Monica’s kitchen and the other season there was a Toblerone in Joey’s kitchen. Indeed, in one-episode Toblerone was one of the main characters.
- Porsche: One episode was all about Porsche.
- When Monica was sad, her father gave his Porsche to Monica as a gift.
- Rachel stole Monica’s Porsche for a little time.
- Ralph Lauren: In lots of episodes Ralph Lauren was placed in this TV-series because Rachel worked for Ralph Lauren.
- Additionally, Gucci, Ikea, Nutella, Puma, Barilla are just some of the products placed in this TV-series.

There are not only TV-series on television, but there are also shows. One of the most popular TV shows in Turkey is Survivor. In Survivor there are some competitions and awards for winners. Almost every season Coca Cola is given to winners as an award. Competitors play the games in hot and sunny island for cold, sweet Coca Cola and the end of the day winners freshen up with Coca Cola.

Another popular show in Turkey is Arda's Kitchen. Arda is a famous Turkish Chef. He has many followers and owns TV show. He uses Tefal, (cooker), Yudum (oil), and Paşabahçe (glasses and bowls), in his shows.

1.2.3. Music Video Clips

Music is universal. Thanks to being universal; music video clips reach numerous people around the world. Thus, it makes music video clips an alluring channel for product placement. Music video clips especially chosen by clothes and car brands. There are many product placements examples on music video clips;

- One of the most popular Mustafa Sandal song is "Onun Arabası Var". In this song's video clip, a yellow Ferrari is seen.
- Psy's song which is called "Gangnam Style" is known globally and it has been watched more than 3.6 billion times only on Youtube. In this clip, Mercedes and Adidas are the placed brands.
- Drake in his "Toosie Slide" clip wears Nike hat and jacket. Everything on him is black and only Nike's logo is white and visible. Therefore, Nike can reach its target consumer via popular rap singer's music video clip.
- In 1997, the video clip of Tarkan's song "Ölürüm Sana", Loft was seen.

1.2.4. Novels/ Story Books

McFedries (2002), mentioned product placement as "fictomercial", which is a word derived with the combination of fiction and commercial and McFedries (2002)

describes it as fiction work which is, a brand pays to a writer for placing their product in the book (McFedries, 2002 as cited in Akcan, 2016: 360).

One of the product placement channels is novels and story books. With technological developments, people faced with paramount number of product placement via movies, TV-series or shows, music video clips. Product placement traces back long before of these channels. For instance, in 19th century French writer, Jules Verne, wrote a book which is named “Le tour du monde en quatre-vingts jour” (Around the World in 80 Days). In this book some ship and fishing company icons placed many times (İpek, 2018).

Famous writer, Stephen King deals with firms for product placement and earn great amount of money (Tatlı, 2019:41). Another famous writer Fay Weldon in 2001, made such a product placement in his novel “Bvlgari Connection” which emphasized the whole book on Bvlgari and gave the book the name after the brand (Tıǧlı, 2004: 31).

American thriller writer James Patterson placed some products his book “Honeymoon”. Character of the book drinks “Perrier” soda, drives “Mercedes” car, wears “Gucci” and “Prada”. Indeed, Procter and Gamble makes a deal with publisher of the book “Cathy’s Book” for product placement and the character of the book use “Lipsticks” of Procter & Gamble. For this placement Procter & Gamble did not pay due, it just put promotion of book in Lipsticks’ website (Saydam, 2006).

Another book example in terms of product placement is “A Street Cat Named Bob” that is a bestseller and translated into 22 languages. Akcan (2016) examined this book and found 201 product placements. These placements are grouped in six main categories and sixteen sub-categories by Akcan (2016). First of these main categories is called the health-related references, second is called as the media tools related references and includes the references of movies, books, magazines, social media applications, TV channels and newspapers. The third category is the product related references. The fourth category is about the non-profit organizations. The fifth product placement category is about commercial entities. And finally, the sixth and the last main category is about celebrities (Akcan, 2016:358).

The crucial point is to be aware of how novels and story books are significant for product placement just like television or cinema.

For instance, Harry Potter which is a famous book series, mentioned about brand named as Bott's Flower Beans which was not real but became a real brand by Cappy Candy Company (Edery, 2006: 24). Thus, placed products, even if not real, in books can be very believable and desirable in real life.

1.2.5. Radio Shows

“The clothier Browning King created the first sponsored program on radio around the Browning King Orchestra and thus integrated advertising with the program name” (Barnouw, 1978 as cited in Newell et. al, 2006: 584).

Even though radio is common media channel and easily achievable, it is not much preferable for product placement. Since, radio shows had agreed to limits on the amount of commercial time, and product placement, even unpaid, could be counted as in-program advertising and therefore decrease the amount of advertising time available for sale (Newell, 2006: 585). Radio is an audial vehicle, so it is not effective like television or other visual vehicles. However, it is still used as a product placement channel. For example, in a hot day, radio audiences can hear a voice which is opening a soda or coke.

1.2.6. Cartoons/ Animation

It is known that product placement applications in animation works are made to add a sense of reality to the works, as well as the work is used for the image of the brand or for the promotion of the movie. The important point here is that the targeted consumer meets the film with the product placement (Erdoğan, Akbulut, 2018 :71). Cartoons and animations are another product placement channels and those channels have a great power especially on children and teenagers.

The first known example in this field is “Channel” branded perfume which is included in the “Anastasia” animation film as product placement (Tıǧlı, 2004: 34). The famous cartoon character Garfield is feeding with “Pepperidge Farm Goldfish” in the semi-animated movie and it is the another example of product placement in animation (Tıǧlı, 2004: 32).

Due to the popularization of product placements made in animated films in recent years, the number of samples in this area has also increased and some of them;

- Honey Nut Cheerios in the movie The Chipmunk Adventure in 1987.
- Animal Planet, Coca-Cola McDonald's, Hp and Slurpee brands in the popular movie Madagascar.
- Subway, Nesquik and Oreo are placed in Wreck It Ralph movie.
- State Farm brands are placed in Inside-Out movie (Erdoğan, Akbulut, 2018: 70).

1.2.7. Theatre Plays/ Opera

Theatres are suitable for product placement thanks to having audiences and addressing visually and aural to these audiences. Theater plays present scenes from the real life to the audiences so firms can establish a relationship between consumers and their brands.

The first product placement in theater was made in 2002, on Broadway, in the work named "Cie". In a part of the play "Sweet Charity" the waiter pointed the whiskey in the dialogues associated with whiskey and asked "Do you want Grant Centenario Tequila?" and the actor agrees to replace his whiskey with the proposed brand tequila. The decors of the play are covered with the logos of the "Tequila" brand (Şengün, 2019: 8).

1.2.8. Electronic Games

With growing the digital world, electronic games developed and increased in number. Nowadays, children, young people and also adults play electronic games and thus the companies reach wide consumer groups and establish a strong relationship between brand and consumer or with future consumers.

Computer games have been developed to promote advertising and marketing practices. Marketers have started using product placement in computer games as a new strategic idea to increase awareness of their products and services (Lee, 2004 as cited in Küçükbaşarık, 2018). Edery (2006: 24) revealed that people are able to

interact with existing intricate design in the games and the products they see, well designed placements on this platform are more effective than placements in television and movies (Edery, 2006:24).

GTA 5 is an example for product placement in electronic games. One of the characters of this game use iPhone and in car race games for example Asphalt 9 Legends, Need for Speed, car brands and these brand's logos are seen clearly.

1.3. HISTORY OF PRODUCT PLACEMENT

The first applications of product placement are unconscious and unplanned. In the first applications, products are given as a gift or lent to movie producers by brands (DeLorme& Reid, 1999: 71).

According to Taşkaya (2009), product placement implementations were originally used to create a sense of reality in Hollywood. In accordance with the flow of the script, it was made by using the products in the décor of the movie and various scenes by the actor or actress. Later, with the belief that its consumption has a directing effect, it has gradually turned into implementations that serve the advertisement of the products (Taşkaya, 2009: 104).

“In May 1896, in the yard of the Geneva home of Lavanchy-Clarke, Cinématographe operator Alexandre Promio shot a film of two women hand-washing tubs of laundry. Placed prominently in front of the tubs were two cases of Lever Brothers soap, one with the French branding “Sunlight Savon”, the other with the German “Sunlight Seife”. The following month, the film was given the English title “Washing Day in Switzerland”. The business of product placement had begun” (Newell, Salmon, Chang, 2006: 579-580).

After the 1930s, product placement practices are included in the contracts. With the television becoming widespread after the 1950s, branded practices have started to be seen in advertising and television content. However, television started to be seen as an announcement mean in the 1980s and development in the sector has increased (Gürel, Alem,2006:21).

It is known that Procter & Gamble, the first example seen in the years when the product and consumption gained importance after the second world war, it designed “soap operas” and placed some of its products in them. Procter & Gamble’s “soap operas”, which have managed to create their own program type, have been an effective tool for promoting soap and detergent products from Tide and Ivory’s manufacturer (Donatan, 2005: 45).

In 1945, “Mildred Pierce” by Warner Brothers, the movie star Joan Crawford drank and enjoyed the whiskey Jack Daniel’s in a remarkable way (Nebenzahl & Secunda, 1993 cited as in Galician and Bourdeau, 2004:17).

In 1980s, product placement proved its importance and effectiveness with the movie “E.T.- Extra Terrestrial”. After this movie, sales of product which is placed in, increased dramatically.

Today in almost all movies, there are product placement implementations. With whole world, also in Turkey, product placement is seen in movies and other product placement channels.

Although in Turkey, the first product placement in the cinema is not known with exact records, in cinema it is seen that OMO detergent is frequently mentioned in “Şen Dul Şaban” movie of Kartal Tibet (Öztürk,2004: 42).Nonetheless, product placement got great importance and power as a marketing strategy in Turkey, and also it is implemented via all channel of product placement.

1.4. TYPES OF PRODUCT PLACEMENT

Product placement was examined by Gupta and Lord (1998), Russell (1998), Oliver (1986), Shapiro (1993), Murdock (1992), D’Astous and Seguin (1999), Homer (2009). Due to product placement was investigated by different scientist, in literature, there are different types of product placement. In below, classifications of Gupta and Lord (1998), Russell (1998), Oliver (1986), Shapiro (1993), Murdock (1992), D’Astous and Seguin (1999), Homer (2009) were cited separately.

1.4.1. Classification of Gupta and Lord (1998)

Gupta and Lord (1998), approached product placement in two dimensions. One of these types is mode of presentation and the other one is level of prominence of the brand. There are three sub-categories in terms of mode of presentation. These product placement modes are visual only, audio only and combined audio-visual. “The first mode visual only involves showing a product, logo, billboard or some other visual brand identifier without any relevant message or sound on the audio track with drawing attention to the product”. The second of these modes is audio only and in this placement mode there is not any visual sign about brand or product, it is totally about mentioning about brand name or a character conveying brand-related messages in audio form. The third mode is combined audio visual, in this mode brand can be seen and heard by audiences (Gupta, Lord, 1998: 48-49).

As an example, Ralph Lauren in Friends can be given for these three modes of product placement in terms of presentation. In Friends, one of the main characters, Rachel Green, is working for Ralph Lauren. In some episodes the brand’s logo is seen in the scene when Rachel is at work even though she does not mention about the brand. This is a great example for only visual mode. In Halloween party episode (season 8, episode 6), children come for candy and Rachel opens the door. When she sees the children in costume, she starts to talk about fashion and says that “I work for Ralph Lauren”. In this scene there is no Ralph Lauren product or logo, just mentioned about the brand. This is the example of only audio mode of presentation. In another episode Rachel give a shirt to her friend and her friend says that “Is there anything non-Ralph Lauren?” and then wears the shirt. This is the example of the method which is combined audio and visual.

In respect of prominence level, product placement could be subtle or prominent. In subtle product placement, brands can be seen in background or very small, it is implicit and vague. On the other hand, in prominent product placement type, product or brand identifier can be seen explicitly. In this type, product size or brand identifiers size could be big and clearly seen (Gupta & Lord, 1998: 48-49).

1.4.2. Classification of Russell (1998)

Russell (1998) tackled television programs and movies to examine product placement types in three dimensions: “visual”, “audio”, “level of connectivity” (Russell, 1998: 357).

Placement on the screen (Visual Product Placement): It is divided into two as “creative placement” and “on set placement”.

Visual product placement is that brands are seen on the screen.

- Product placement on set: It is divided into product placement which is the use of the brand and arises from the needs of the set written in the script (Russell, 1998: 357).
- Creative product placement: Advertising boards on street scenes in movies are shown as a creative product placement example (Russell, 1998: 357).

Placement on the script (Audio Product Placement): This placement is mentioning the brand in a dialogue. Depending on the factors such as the scene and context in which the brand is mentioned, the frequency of mention, the emphasis on the brand (tone of voice, the place of the brand in dialogue, the character who mentions the brand), the degree of the placements on the script shows some varieties (Russell, 1998: 357).

Placement in the plot (Level of connectivity dimension): In this dimension, brand is part of the story by integrating with the story or helps a character to build her/his personality (Russell, 1998: 357).

1.4.3. Classification of Oliver (1986)

One of the first classifications of product placement strategies is made by Oliver (1986). According to classification of Oliver (1986), there are two placement types and these are “creative placements” and “in natural environment (on set) placements” (Johnstone & Dodd, 2000: 143). When in creative placements, brands get involved indirectly, in on set placement; the aim is showing the brand in a natural way.

1.4.4. Classification of Shapiro (1993)

“It is interesting to note the similarity between the proposed typology and a product placement classification proposed by Shapiro (1993) in the context of motion pictures. Shapiro (1993) distinguishes between four types of product placement: product placement that provides only clear visibility (e.g. product or brand name is shown); product placement that is used (e.g. actor drinks a bottle of a Coca-Cola); spoken reference (e.g. actor says: “Gee, I wish I had a Jaguar to show her”); and product placement that provides hands-on use and is mentioned by a main star (e.g. Demi Moore says she loves M&Ms and eats a bunch of them). Shapiro's (1993) first category seems analogous to what we call implicit product placement, while the other categories are like integrated product placements with increasing explicitness” (D’Astous & Seguin, 1999: 898).

According to D’Astous and Seguin (1999), there are interesting similarities between Shapiro (1993)’s product placement classification and their own product placement classification (D’Astous & Seguin, 1999: 898).

1.4.5. Classification of Murdock (1992)

Murdock (1992) classified the product placement as “creative” and “on set”. Creative placements occur when a brand appears in the background of a shot. In contrast, on-set placements are displayed more prominently. Prominence may be caused since the products are consumed or mentioned by one of the leading actors” (Babin and Carder, 1996 as cited in Brennan, Dubas, Babin, 1999: 326).

In on-set product placement, brands or product is seen natural. For example, in 1991 the movie “Home Alone”, when the actor is shaving, he uses the Brut aftershave (Vollmers, 1995 as cited in Küçükbaşarık, 2018: 29).

On the other hand, in creative product placement, product is shown in the background creatively.

1.4.6. Classification of D'Astous and Seguin (1999)

D'Astous and Seguin (1999) classified the product placement as three types. These product placement types are “implicit product placement”, “integrated explicit product placement”, and “non-integrated explicit product placement”.

- Implicit product placement: “An implicit product placement is one where the brand, the company or the product is present within the program without being formally expressed: it plays a passive, contextual role. For instance, in a quiz the participants and the host wear clothes with the sponsor's logo; in a TV-series, a scene occurs in a C & A store. Thus, in an implicit product placement the logo, the brand name or the name of the firm appear without a clear demonstration of product benefits” (D'Astous & Seguin, 1999: 898).
- Integrated explicit product placement: “A product placement is integrated explicit whenever the brand or the firm is formally expressed within the program: it plays an active role. For instance, in a quiz the questions asked to the participants concern the sponsor's products; in a TV-series, a Pizza Hut pizza is delivered in a scene where everybody is starving. In this type of product placement, the attributes and benefits of the product are clearly demonstrated” (D'Astous & Seguin, 1999: 898).
- Non-integrated explicit product placement: “A non-integrated explicit product placement is one where the brand or the firm is formally expressed but is not integrated within the contents of the program. The sponsor's name may be presented at the beginning, during or at the end of the program; for instance, “This program (or segment) is (was) sponsored by the Ford Motor Company”. Or it may be part of the program's title: for instance, Kraft Cinema” (D'Astous & Seguin, 1999: 898).

1.4.7. Classification of Homer (2009)

Homer (2009) investigated the product placement from two different angles for a thorough understanding “types of product placement” and “repetition (low/moderate)” (Homer, 2009: 21).

According to Homer (2009), there are two different product placement types and these are “prominent” and “subtle”.

In prominent product placement, the brand is placed not only verbal but also visual also, added that if prominent product placement is repeated in high repetition level it must have been bad for product placement. It makes the placement irritating and consumers think it is less realistic (Homer, 2009: 21).

In subtle product placement type, placed brand is presented only visual, not verbal. The brand is placed very cleverly and in this type repetition level is reasonable (Homer, 2009: 21).

“Data confirm that brand attitudes decrease when product placements are prominent/obvious, especially when such obvious product mentions are repeated. For subtle cases of product placement, consumer attitudes are relatively positive and repeated exposures have little incremental impact” (Homer, 2009: 28).

1.5. IMPORATANCE OF PRODUCT PLACEMENT

A product placement is a clear example of a hybrid message, or a paid effort to influence audiences that do not recognize the sponsor (Balasubramanian, 1994: 33).

“A theoretical framework for assessing the impact of a product placement (on subsequent audience recall) is provided by an extremely robust memory-related phenomenon” (Balasubramanian, 1994:37).

Product placement is like a bridge between consumer and firms. One of the missions of product placement is establishing a strong and positive relationship between consumers and firms. People tend to remember what they see so when they see a brand in movie or the other product placement channels, they can remember this product consciously or unconsciously. Also, characters have got a great power on audiences. For example, in 1934, the movie “It happened one night” Clark Gable take off his shirt and the appearance of not wearing an athlete under his shirt, the sales of underwear sharply decrease in America (Tıǧlı, 2004: 33). This is the evidence that product placement has vital importance in marketing strategy.

1.6. ADVANTAGES AND DISADVANTAGES OF PRODUCT PLACEMENT

1.6.1. Advantages of Product Placement

Product placement has great significance in terms of having some advantages for both placed brands (firms) and movie (or the other product placement channels) producers.

In terms of firms;

- People prefer what they watch which means when they watch a movie or TV-series, they watch voluntarily so their concentration level is high and they cannot escape the brands which are placed.
- Product recognition increases thanks for product placement.
- The placed brand's sale increases thanks for increased product recognition.
- Even bad characters use the product; the placement still has got a positive effect on brand (Dias, Dias, Lages, 2016: 130).
- Whereas cost of conventional advertising is high, cost of product placement lower than conventional advertising (Law & Braun, 2000: 1059).
- People can change the channel when they see advertising, however, they cannot escape from product placement so it makes product placement more effective than conventional advertising.

Thanks for channels of product placement brands can reach to people from all around the world.

Consumer exposed to product placement in films tends to purchase the placed brand. BMW in the James Bond movie is an important example which is reported of the practice's result. BMW Z3 Roadster model car was featured in the James Bond "Golden Eye" movie, and then determined that the brand reached to big sales figure (Aydın, Orta, 2009: 9).

"Movies and popular television shows have truly global reach that is very attractive for global marketers (Kahhr, 1998: 33). Kahhr (1998) states that movies possess the power to influence audiences' social judgments, at least those judgments

made shortly after exposure to the movie. These powers make the product placement significantly beneficial.

Also, product placement decreases the dues of producing movie and it adds reality to movie. With these properties, product placement provides some advantages to movie or TV-series producers

1.6.2. Disadvantages of Product Placement

If you notice it, it is bad. But if you do not notice it, it is worthless (Ephron, 2003: 20 as cited in Homer, 2009: 21).

- Product placement can be annoying, if it not done successfully.
- Firms do not have control over exactly where their brands will be placed in the movie script and what stage they will be on. In addition, there is not much opportunity to give detailed information about the product and to give detailed explanation (Oyman and Odabaşı, 2003: 380).
- If brand is seen in a negative scene, it could be bad for placed brand. Because, while positive feelings and thoughts trigger to positive attitude, negative feelings and thoughts could trigger negative attitude (Shiffman, Kanuk, 2010:250)

CHAPTER TWO

ATTITUDE

2.1. DEFINITIONS OF ATTITUDE

Allport (1935), is among those who first considered and defined the attitude conceptually (Fazio, 1986). According to Allport (1935), who evaluates attitude from a psychological perspective, attitude is the state of being ready to act rationally and nervously, which creates a guiding effective power on the reactions and situations of the individual against all objects and organized in experimental information. This definition demonstrates that attitude is be organized with experience and also, attitude has a guiding power on individual and determines the behavior of individuals (Allport, 1935: 810).

The concept of attitude and public opinion are related but not identical. attitude is defined at the individual level, namely the specific organization of feelings and beliefs according to which a given person evaluates an object or symbol positively or negatively. Public opinion, or more appropriately the public-opinion process, is a description at the collective level and refers to the mobilization and channeling of individual responses to affect group or rational decision making (Allport, 1937: 15).

According to definition of Doob (1947), attitude is a potential and motivational response to the subjects that are considered significant in the society in which the individuals' lives (Doob, 1947 as cited in İnceoğlu, 2010: 9).

Attitude definition of Doob (1947) and Attitude definition of Marier (1987) are clearly similar. Marier (1987) draws attention to the potential stance of the individual while talking about the tendencies arising from the emotional structure of the individual in the formation of attitudes and having pre-determinative function in the formation of attitudes. The potential reaction mentioned in the definition of Doob (1947), in a sense, expresses the individual's potential stance and attitude towards an event, situation or object (Doob, 1947 as cited in İnceoğlu, 2010: 9-10).

“Attitudes are predispositions to respond in a consistent manner to objects in an individual's environment (referring mostly to social environment). "Attitude" is an interdisciplinary term bridging psychology and sociology, for attitudes have social references in their development and in their objects, but at the same time, they are part of an individual's psychological make-up and behavior” (Baysal, 1981:121).

In the process of public opinion formation, there are four stages. The first is the salience of some problem for a number of people, even if they are small minority. Second stage is the negotiation of the problem resulting in increased salience. The third phase of them is the formulation of the alternative solutions and the narrowing of the alternatives. Finally, fourth stage is the final mobilization of the opinion to affect the collective decision either through a majority vote, as in an election or referendum or through the assessment by leaders of the strength of mobilized opinion in coming to a decision (Katz, 1966:150).As it is clearly defined, Katz (1966), explains attitude by associating it with the socialization process.

Attitude is a form of expression of positive or negative evaluations about objects, people, and events. Attitude expresses what a person thinks or feels about the individual (İsmailoğlu, Altunışık, 2010: 151).

According to another definition (Koç,2012), Attitude; our evaluations about an object, a person or persons (including ourselves), a subject, an idea about the positive, negative or not interested and our tendency to act in a certain way according to these evaluations. In other words, attitude refers to a mental stance or a feeling or emotion that the individual takes about a knowledge or situation (Koç,2012: 234). Basically, attitude is a complicated mental state that includes what we know about our feelings, our values, and our tendencies to certain situation. After learned things related with stimulus or object, people the individual develops positive or negative attitudes towards what she/he learned.

According to Güvenç (1976), attitude is the part of psychological organization (phase of getting ready) that the person develops and performs in the face of certain events and phenomena in her/his social environment and lives, affecting the behavior of the person (Güvenç, 1976: 26).

In general attitude refers to the predisposition of an individual's response to any topic or object (living or inanimate) (Baysal, 1980: 22).

Enç (1990) defined attitude as a learned trend that causes us to behave consistently in the same way towards certain people, objects or events (Enç, 1990: 148).

An attitude is "a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols" (Hogg & Vaughan 2005, p: 150).

According to Kağıtçıbaşı (1977), Attitude is a tendency that is attributed to an individual and regularly creates individual's thoughts, feelings and behaviors about a psychological object (Kağıtçıbaşı, 1977: 32).

In summary, attitude is a point of view, gained as a result of past experiences toward events or objects in the inner and outer world. This point of view, is one of the reasons that prepare individual's thoughts, feelings and behaviors to be positive or negative.

Individuals have got their own attitude but it is not inherently shaped. Attitude may not be observed directly; however, can be seen indirectly via their behaviors.

Definitions demonstrate that attitude is learned. In terms of marketing, it is significant because marketers have power to create consumers' attitude. Consumers' attitude can be established by means of their own experiences or hearing from others' experiences. Attitudes of people are not innate; we improve our attitudes thanks to what we learn and experience from what surrounds us. However, while a consumer may have positive attitude towards a Porsche car, even she/he may not buy one in her/ his entire life (Hanna, et al., 2006: 193).

"Without guiding attitudes, the individual is confused and baffled. Some kind of preparations is essential before he can make a satisfactory observation, pass suitable, judgment, or make any but the most primitive reflex type of response. Attitudes determine for each individual what he will see and hear, what he will think and what he will do. To borrow a phrase from William James, they "engender meaning upon the world"; they draw lines about and segregate an otherwise chaotic environment; they are our methods for finding our way about in an ambitious universe" (Allport, 1935: 806).

2.2. FUNDAMENTAL COMPONENTS OF ATTITUDE

There are three fundamental components of attitude and these are; Cognitive component, Affective component, Behavioral component. Cognitive component expresses what individual knows about a subject. Affective component expresses how the individual will approach what they know and finally, Behavioral component expresses how to show a people's attitude towards what they know. An individual's mental, emotional, behavioral stance about an object, situation or person reflects her/his attitude. Therefore, an organizational and harmonious relationship and coordination must be established between the three items in order for the attitude to form (İnceoğlu, 2010: 20).

It is very important to use these components effectively in creating attitude or changing the existing attitudes. When creating attitudes or changing the existing attitudes, marketing communication messages that address all three of these elements should be used as much as possible. The aim of marketing is to teach the consumer a new behavior or to change the current behavior of the consumer. So, it is necessary to ensure that people develop attitudes or change their current attitudes. If consumers are directed to the action before the cognitive factor is adequately created, consumers may experience cognitive dissonance. Cognitive dissonance is a situation where consumers' ask themselves the questions like "Did I make a right decision?", "Did I do well by buying this product?" after purchase and they are in doubt. Marketers must decrease the doubt of consumers (Koç, 2012: 239).

- **Cognitive Component**

While people adapt to their environment, they react according to the stimuli they receive from their environment. However, the stimulus around the human is so much that the perception of all of them is not sufficient. Therefore, people collect stimulus around them in certain classes. Then they relate these classes to each other. This classification and association facilitate environmental compliance. Adaptation to the environment is a learning process.

The cognitive component, which is the first of the basic components of attitude, consists of information and perceptions obtained from the combination of direct experiences and information obtained from various sources. These knowledge and perceptions unite and become beliefs (Schiffman, Kanuk, 2010: 249).

This component consists of individual's beliefs and knowledge about a subject, such as the reliability of a car. These beliefs and information may not fully reflect the truth when compared to the actual characteristics of the product or compared to objective reliability factors. However, even though there are differences between the real situations, these thoughts and beliefs of the consumer are more important in many respects because this is the true reflection of the individual's perceptions (Evans, et al., 2010: 106).

Cognitive component constitutes individual's thoughts, knowledge and beliefs about an object. The cognitive component encompasses all the beliefs of the person about the object that is the subject of the attitude and does not have to be true or real. However, the more truthful information is the more permanent it is. The attitude will also change if the information changes. The cognitive component of the consumer's beliefs and information about the product, brand features and the services are offered by stores. For instance, the emergence of the beliefs about which of the I Phone and Android transmission smart phones are more useful or featured. If marketers can change their beliefs about products and brand features, they can also change consumer assessment and purchasing behavior (Odabaşı & Barış, 2005: 159). The cognitive component of attitude is based on the accumulation of knowledge. It derives from experiences that the individuals usually experience with the stimuli around them. This information about an object, a person or a situation that is the subject of attitude is often obtained through the experiences of the individual regarding that object, person, and situation. Firstly, the individual must be learned directly or indirectly that such a stimulant or group of stimulants exists. No attitude can be formed about a situation where its existence is not informed. Information about the subject of attitude becomes permanent and temporary in proportion to the degree of fact. Information change can create attitude change. For instance, thanks to successful and impressive advertisement of detergent brand, we can believe it is quality cleaner. However, our previous beliefs about this brand can change if we use

it and do not be satisfied. In this case, the direction and intensity of the current attitude does not remain same and the motivating effect of the advertisement is eliminated (İnceoğlu, 2010: 25).

- **Affective Component**

The affective component is mentioned as particularly important thanks to be direct motivator of behavior (Peters, 2006 as cited in Peters, Slovic, 2007: 301).

Affective component involves a person's feelings/ emotions about the attitude object.

The affective component of attitudes consists of one's feelings and emotions about a subject or object. These feelings and thoughts can be positive or negative. It depends on how the person thinks about the subject or object (Evans et al., 2010: 106).

The affective component is simpler than the cognitive component and is related to values of individuals. The person evaluates an object as positive or negative and feels some emotions. It is accepted that the feelings and beliefs of the consumer are consistent (Odabaşı & Barış, 2005: 159).

The affective component of an attitude is the consumer's feelings and thoughts about a product or brand. These feelings and thoughts play an important role in reflecting the individual's attitude. Therefore, marketing researchers consider these emotional elements as important data in their research. In emotionally intense situations, consumers are affected by these intense emotional states in their decisions. For example, attitudes developed by a consumer shopping in a mall may be affected by the current mood. If the consumer feels happy at that time, there is a high probability that the consumer will develop a positive thought towards that shopping center. This will allow the consumer to remember positively the time spent in this shopping center after a certain time has passed. It is even more likely that the consumer would recommend this mall to other friends (Schiffman, Kanuk, 2010: 250).

Emotional responses of consumers to a marketing communication element can be more active and permanent than other attitude elements in terms of preparing

sub-idea stages regarding subsequent similar behaviors. The behaviors that marketers examine, such as recognition, remembering, building emotional relationships, creating personality, loyalty, desire to use or consume, can form a basis for individuals in their efforts to produce information by emerging with internal resources based on emotional basis and remaining long-term period. It is closely related to the feel, make, and learn hierarchy of emotional purchases and the basis of service marketing. Since emotionality is subjective, it will be appropriate to provide objective information in marketing communication messages in services where risk perception is high. It is seen that emotional weighted marketing messages are more effective on consumer who have low need awareness compared to cognitive weighted marketing messages (Koç, 2012: 243-244).

In affective component, emotions are made up individuals' past experiences about an object or a subject. If an individual has got a feeling about a subject or an object, she/ he definitely has got at least an experience about this thing (Kahneman, 1999 as cited in Peters, Slovic, 2007: 312). Affective component has got power on behavioral component. So, marketers must try to make a good impression on consumers. Consumers make a decision not only mentally but also emotionally. For example, the product can be high quality and perfect, but still the sales of this product can be low just because the brand could not establish a relationship between the target consumers and the product.

- **Behavioral Component**

This is the last component of the three-component attitude model. Behavioral component is about how the individual will react to the object in accordance with his knowledge and feelings. It is important to what extent an individual is ready to react behaviorally to the object in question (Evans et al., 2010: 107).

The behavioral component refers to the probability or tendency to respond or react to an object or event (İslamoğlu and Altunışık, 2010: 155-156).

The behavioral component is action oriented. If a consumer has indicated that he has a tendency to buy a Ford brand car, it is normally expected that he will choose the Ford brand in her/his future purchase decision. To determine such a trend,

consumers are asked which brand they will choose in their future purchasing decision. They are requested to be specified in a row and accordingly these results are evaluated. However, it should not be forgotten that the behavioral component reflects a tendency, that is, in a sense; there is an intention to act in a certain direction. However, it can be misleading to expect that the person should act according to this intention; intervening factors may affect the decision. For instance, someone may be dissatisfied with her/his bank and intend to put her/his account in another bank, but may not turn her/his decision into action because of the many bureaucratic difficulties this process will bring. The product to which the positive attitude is directed may not be needed, the economic power required to buy the product may be insufficient, there may be other priorities or it may be necessary to consider the attitudes of other members of the family (Odabaşı & Barış, 2005: 160).

Consequently, cognitive component and affective component have got great significance in terms of turning to behavioral component. Having positive cognitive attitude or affective attitude probably turns into a positive act but it is not always enough turn into this kind of act. Even if, positive attitudes may turn into positive behavior, these are likely to turn into behavior when the conditions are favorable.

2.3. THE FEATURES OF ATTITUDE

In general, attitude stands out as one of the key concepts of behavioral sciences. Considering that the human therefore human behavior is at the starting point of behavioral sciences, the central position of the concept of the attitude is better understood. If attitude in general is considered as a tendency to form a possible attitude or manner of behavior when the people face of any event or situation, it should also be accepted that this is at the source of all kinds of human behavior. From this point of view, it is natural to handle attitude as one of the key concepts of behavioral sciences (İnceoğlu, 2010: 5).

Changing attitudes and therefore behaviors are closely related to recognizing features of existing attitudes. These features can be analyzed basically under the titles of “strength of attitude”, “complexity of the attitude”, “cohesion between elements of attitude” and “consistency among attitudes” (Koç, 2012: 252-255).

2.3.1. Strength of Attitude

Each type of attitude has a power which can be considered as a combination of the three components of attitude. Changing strong and extreme attitudes is more difficult than non-extreme and weak attitudes. Adopted political views, being a fan of a football team are examples where positive attitudes are felt very strongly (Odabaşı, Barış, 2005: 164).

According to data which is given on tarımorman.gov.tr (2016: 2-3), winter consumption of ice cream is low in Turkey. Again, in Turkey, the most of the people are Muslim and because of that they do not eat pork meat. In this case, considering which attitude and behavior can be changed more easily, it is obvious that the behavior of eating ice cream can be changed much more easily because the attitude of not eating pork meat is much strong. Overall considering the beliefs and attitudes people do not to eat pork meat in Turkey is a much stronger position than eat ice cream in winter. There are huge differences between the harm that people believe they can suffer by changing these two attitudes. The cognitive beliefs that people have on these two topics are of different degrees (Koç, 2012: 252-253).

Every attitude cannot change the same level of easiness, indeed some of them nearly cannot be changeable (Sherif et. al., 1973:321). According to Sherif (1973: 314) beliefs have important role in terms of individuals' attitude. So, when marketers handle the attitude and decide to change some of them, they must be very careful and well know that people. Marketers also must investigate that these people's beliefs and life styles, if they want to change some of those attitudes.

2.3.2. Complexity of Attitude

Attitudes could be different depending on the complexity of the components. It can be said that the attitudes with complex components will be complex and the attitudes with simple components will be simple. In your attitude towards smoking, while the cognitive component says that the cigarette is carcinogenic, your affective component may remind you of the pleasure you get from smoking. For this reason, it may be difficult to quit smoking even if it is desired (Odabaşı, Barış, 2005: 164-165).

For example, when handling the attitude about the eating pork, changing this attitude can affect many complex attitudes and values related to this attitude. It may require many other changes in one's life in terms of beliefs, attitudes, values and may even require radical changes that can cause her/him to completely change her/his understanding of identity. In addition, while the attitude about eating ice cream is likely to be changed only by changing the beliefs about the cognitive element, in other, it is still difficult and almost impossible to change even if very creative messages addressing the cognitive, emotional and behavioral of the attitude are used (Koç, 2012: 254).

2.3.3. Cohesion Between Elements of the Attitude

Sometimes people exert negative acts even if they know it is harmful and sometimes, they do not act positively even if they know it is useful. The more consistency and harmony there are among the sub-elements of any attitude of an individual, the more difficult it will be to change that attitude. In these cases, it is necessary to change people's thoughts about current attitude. For instance, using the cognitive component, consumers may be given the message that the information that they have known so far was wrong or incomplete. The desired results cannot be achieved in smoking cessation campaigns, since strong information about the cognitive factor is generally given and no strengthening is made regarding other factors (Koç, 2012: 254).

2.3.4. Consistency among Attitudes

Having an attitude may affect having another attitude. Marketers may try to change easy attitude first. For example, in the years when Honda motorcycles were first marketed in the USA, it was necessary to change the attitudes related to those who used that product rather than the product. Attitudes bring consistency, determination and regularity to relationships between the individual and object. Because attitudes are formed in the learning process, they regulate the relationship

between human and object, also understanding, judging and using the environment. These regulations provide a certain balance and stability (İnceoğlu, 2010: 31).

As demonstrated, there is not only one attitude about a brand. Marketers focus both on brand attitude and the attitude of other factors about brand. If consistency among attitude is provided, the consumers' behavior can be stable.

2.4. FUNCTIONS OF ATTITUDE

To explain how attitudes, facilitate social behavior, the psychologist Daniel Katz (1960) handled the attitude with “functional approach” (Engizek, Şekerkaya, 2014: 311).

Katz (1960) analyzed the attitude functions. Katz (1960) investigates the functions of attitude in four categories. These are, “adjustive function”, “knowledge function”, “ego defensive function”, “value expressive function” (Pratkanis, Breckler, Greenwald, 1989: 434).

According to functional approach, attitudes exist because they perform certain functions that are functional for individuals. Consumers, who think that they will have similar experiences in the future, tend to create attitudes towards the object in question. Two consumers can create different attitudes towards the same object for very different reasons. As a result, before a marketing manager tries to change the attitude of the consumer, they must understand why the consumer develops attitude in this direction (Solomon, 2011: 283).

The functions of attitude serve to maintain, increase and combine human needs with their own image. In other words, these functions motivate the positive attitude towards the object, which is the purpose and ensure that it is perceived as a need (İsmailoğlu, Altunışık, 2010, 157).

2.4.1. Adjustive Function of Attitude

Adjustive function is an extension of pragmatic or functional learning. If a purchasing experience is satisfactory, the customer is likely to repeat the purchase,

while at the same time there is the possibility of developing a positive attitude towards the product in question (Evans et. al, 2010: 114).

In this function, people develop positive attitude toward the objects which provide maximum benefit; also, they can develop negative attitudes toward the objects which are harmful. Having these positive and negative attitudes helps to sustain their lives as more comfortable, less troublesome and protect their interest (Koç, 2012: 243).

Consumers create positive attitudes about what will be needed in order to easily satisfy their needs. On the other hand, consumers also develop negative attitudes towards object and phenomena that do not satisfy their needs and harm them. The existence of these positive and negative attitudes helps the individual to lead a more comfortable, less troublesome and self-protecting life. In the case of particularly emphasis on the benefits of a product to consumers in advertisements, these advertisements fall into the category of adjustive function (Solomon, 2011: 282). For instance, emphasizing the tooth-protective effect of the toothpaste in Ipana toothpaste advertisement (Arslan, 2012: 8).

These products represent an adjustment function for the consumer, in case the products help to consumer to earn money or prevent the consumer from loss. On the contrary, if these products do not bring to the consumer their intended purpose, the consumer will develop negative attitude towards these products. However, if the baggage of the consumer travelling with the same airline company is lost by the airline company, the attitude of this consumer may suddenly turn to negative (Hanna et al., 2006: 196).

This functionality is either based on the individual's past life experiences or acts as a means to achieve the individual's future goals. The more functional these situations, objects or persons seem to meet a need by the individual, the more positive will be the attitude developed in relation to it. The usefulness of attitude is that instrumentality has a more social stimuli around the individual; therefore, it reinforces, develops or changes attitudes in a way that facilities its adoption to the individual environment (İnceoğlu, 2010: 34).

2.4.2. Knowledge Function of Attitude

The knowledge function helps individual to realize, the desire to have a meaningful, stable and organized environment, which is one of the basic needs. According to Katz (1960), the reason individuals have attitudes based on knowledge function is that this function simplifies the perception of complex and ambiguous information around the person and helps them organize and present them to the individual as “ready-made templates” (Engizek, Şekerkaya, 2014: 311).

People want to understand and know people and objects that have the power to influence their behavior. The knowledge function plays an important role in organizing the information obtained about people and objects in a meaningful way. Consumers desire to gain knowledge on their interests and needs. For example, person who does not has got baby interested in baby food or the person who does not have got a car, interested in engine oil (Arslan, 2012: 11). When a complicated situation is encountered or a new product emerges, attitudes occur depending on the information obtain. If the object is considered positive the knowledge function will ignore negative information. This is valid for the opposite situation. The knowledge function of attitude can also be useful in explaining brand addiction. Attitudes about the product and brand which are used and satisfied will be strong and negative messages will be ineffective. These functions show that versatile and relative and pointing to the difficulty of distinguishing components and functions. In addition, certain levels of attitudes are interrelated. There is a clear tendency to alignment among attitudes, and same trend applies to grouping people and objects (Odabaşı, Barış, 2005:169).

Experiences and trust have great significances on establishing long term relationship between consumers and brands. These are getting increase brand loyalty and brand addiction. When a consumer tries a product, experienced it and be satisfied, the consumer develops positive attitude towards to the product (Fazio, 2014: 98). People tend to choose the product that they know rather than they do not know.

As consumers, we generally do not open ourselves to all marketing messages. People persistently say that they have resistance to advertising (Taşkıran, Bolat,

2013: 51). We are increasingly feeding negative opinions about the marketing messages that we are exposed to like a bombardment in media. The general attitudes we have created for the products help us choose the ones that will benefit us from this bombardment. For example, a consumer thinking about buying a new car will have selective perception of those related to cars through this message bombardment (Evans et. al, 2010:115).

People must constantly live in a complex environment. Knowledge is one of the most important auxiliary elements for the universe not to turn into chaotic complexity, and to be perceived as simpler and understandable. For consumers, attitudes towards an object or phenomenon organize and summarize the numerous and complex information about this object and phenomena, making decision about them much easier thanks for attitude. The knowledge function of attitudes portrays people as seekers of knowledge and reflects the cognitive theories of learning and information processes. People's search for information primarily stems from curiosity and the desire to overcome the various deadlock of life effectively and efficiently. In summary, on the basis of this function, we create positive or negative attitudes about almost everything in our daily life (Hanna et. al, 2006: 198-199).

Knowledge function points out that attitudes can be changed through conditioning. Learning, as have been already mentioned, is the result of the individual associating attitude with some good or bad experiences. If the experience is pleasant (rewarding), the attitude towards that experience will be positive and this positive attitude will continue in the next matches. According to the findings obtained from the researches based on this theory, a free meal, the words like "happy" or "good" are heard, getting the highest grade from an assignment, verbal hearing that his / her opinion is accepted or a praise, are among the rewarding experiences that lead to attitude change (Baysal, 1981: 133).

2.4.3. Ego Defensive Function of Attitude

The reason why people have positive or negative attitudes towards certain people, objects, events or phenomena may be because they help them protect

themselves and their personalities (Koç, 2012; 237). This function was called as ego defensive function by Katz (1960).

Attitude as a defense mechanism protecting the ego and protects the individual's personality and prevents any kind of danger against basic values. In ego defense, function is the desire of the individual to protect him/her from self-perceptions that she does not want to know or identify. In other words, the individual tries to protect her trust of ego, by rejecting the facts she disagrees with. In Freud's subconscious defense mechanism (Billig, 1999: 22), the individual is purified from feelings that disrupt herself, by developing attitudes towards certain objects, situations, or people. Individuals naturally try to develop self-protective attitudes. According to Freud's theory of personality; individuals avoid conflict by confronting all the facts, beliefs and consciousness about him/her with harsh and wearing facts of the outside world and develop a continuous ego defense mechanism (Curtis, 1991: 114).

Having positive or negative attitude against objects, events and facts can help consumers protect their personalities. Consumers may want to overcome their psychological deficiencies or feel better by purchasing certain products or services. In accordance with the product or services and the characteristics of the target audience, the themes of prestige, superiority, appreciation, acceptance, love, success and strength can be used in marketing communications. A consumer may refrain from purchasing any product / service or product / service groups only with the thought that others can be reduce the respect and love for the consumer in front of the society and create negative attitude about the consumer (Koç, 2012: 237).

Although the consumer may have a desire to purchase the product, he/she may not always be in a position to purchase it. For instance, a person with a desire to buy a sports car, but does not has got enough money for buying a sports car. In this case, by making a decision that such a car is actually too flashy and gaudy for someone of this person's age, the consumer can take a position defending her/his ego against this situation and develop a negative attitude towards the product in question. Again, this type of car has a very small volume to carry something and even getting in and out of such a car will be uncomfortable for them, and they can develop disparaging thoughts in various ways (Evans et. al, 2010: 115).

Attitudes fulfill a function to protect the ego or the self-image of the person thus protect the self-respect of the person. Products that protect the ego from worries and dangers are purchased for this purpose. For example, personal cleaning products try to fulfill this function (Odabaşı & Barış, 2002: 168).

In a study conducted in the 1950s, it was revealed that American housewives developed negative attitudes towards instant coffee as it made them seem unable to cook coffee. Advertisements that emphasize the bad situations that the consumer may fall when they are not using deodorant are aimed to reveal this function and develop positive attitudes towards that product (Solomon, 282: 2011 as cited in Arslan, 2012: 56).

2.4.4. Value Expressive Function of Attitude

Value expressive function plays an important role in expressing values and selves (Katz, 1960 as cited in Engizek, Şekerkaya, 2014: 312).

The basis of the consumers having attitudes is that they want to announce their personal and important values to who they are or who they want to be in the outside world. For example, charitable organizations try to convey the idea that they are a good mean for expressing a value or values (for example, thinking about others, being beneficial to society and humanity, etc.) that people have or want to show. In a sense, people communicate with the outside world through the products and services they use, do not use, consume or not consume, and use these products and services as communication tools. Marketers have a diverse value in marketing communications, such as being thoughtful rather than selfish, sensitive rather than insensitive; they can increase their interest and sales to their products and services by criticizing them with products and services (Koç, 2012: 237-238).

Attitudes that are subject to the value-expressing function help consumers express their core values (nationalism, etc.). For example, among American citizens the nationalist feelings that emerged after the September 11 attacks and it caused dramatic changes in the attitudes and behaviors of these consumers towards local and foreign organizations and issues. These attitude changes still had important effects on

the American economy and sectors such as travel, energy, security, and financial services were affected by these attitude changes (Hanna et. al, 2006: 196).

While the ego defense function tries to cover the true emotions, the value expression function tries to deliberately communicate with these emotions and values. The brands we buy, show to people, or talk about can reflect our internal values. For example, purchasing a Harley Davidson engine usually includes clues about the values and personality of the purchaser, beyond the function of this engine as a means of transport for transporting people from one place to another (Evans et. al, 2010: 115).

2.5. RELATIONSHIP BETWEEN ATTITUDE AND BEHAVIOR

To investigate the relationship between attitude and behavior an important question is asked “Under what conditions do what kinds of attitudes held by what kinds of individuals predict what kinds of behavior?” (Fazio & Zanna, 1981: 165 as cited in Fazio, 2014: 76). If the behavior of individual can be predictable, it can provide great opportunities for marketer and the other social sciences. It shows that measuring the attitude by means of behavior is vital.

It can be said that there is not always cause and effect relationship between attitude and behavior. Every time same attitudes do not result with same behavior. To define behavior, attitude is sometimes inadequate. Attitude, if not alone, is considered to produce behavior in interaction with the environment (Gökçek, 2006:20). Environment has power on people’s decisions and behavior. Human being is a social living so it can be expected that people to be affected by their environment. According to Fazio (2014), in the attitude to behavior process “attitudes guide behavior through their mediating impact on perceptions” (Fazio, 2014: 78). Perceptions occur or change under the influence of the environment.

Some environments are known to be an obstacle in translating attitudes into behavior. In others, attitudes can easily turn into behavior, as individuals are not burdened or pressured. In other words, in this situation, the environment does not create an obstacle for the attitude to appear in behavior. In contrast, in some settings, it is difficult to transform an existing attitude into behavior. That is, the environment

creates an obstacle. The current environment acts as a low enough to overcome or an obstacle too high (Gökçek,2006: 10).

2.6. FACTORS FORMING ATTITUDE

A wide variety of approaches have been put forward on the formation of attitudes. According to McGuire (1969), Reich-Adcock (1976), Lambert (1964), the factors forming the attitudes are;

- Genetic factors
- Physiological conditions (maturation, disease, drug addiction)
- Direct experience with the subject of attitude
- Personality
- Socialization process (adaptation to society)
- Group membership
- Social class.

As can be seen, the first four factors include the characteristics of the individual's own structure; the other three are related to the socio - psychological characteristics of the individual's social life. Each of these factors has two effects on the formation of attitude: First, it adds specific attitude to the individual's belief system; second, it determines the dynamic properties of this system, such as the degree of openness to change or degree of integration (Baysal, 1981: 124).

On the other hand, according to Hanna (2009), attitudes are learned and shaped from many sources. Three of them can be listed as personal experience for objects, social interaction and exposure to mass media (Hanna et. al, 2009: 295).

2.6.1. Personal Experience for Objects

People interact with the objects they encounter. When they see an object, they would love to try it. People actually want to know this object so also want to feel it, taste it, and smell it. Because of that people are always in interaction with objects and due to this interaction, they develop attitude towards this object.

Positive attitudes can turn into positive behavior. When a consumer uses a product, they develop attitude towards this brand. Because of this situation marketers want to make consumer use their product. For example, nowadays, with developing technology, the importance of social media dramatically increased and gain significant place in advertisement world. Thus, marketers send their product to Instagram influencers and asked to use this product and share positive experiences. Knowing that, influencers influence easily their follower (Jin, Muqaddam, 2019: 522), and positive experiences create positive attitudes.

2.6.2. Social Interaction

People are social living and they interact with the others. Being a piece of whole is significant for individuals. People want their family members, friends, neighbors and colleagues to develop positive attitudes about themselves through social interaction. Because of this reason, social environment plays an important role in creating attitudes towards products and services.

In order to understand whether individuals are value-centered or social stimulus-centered, their degree of self-monitoring should be known. Self-monitoring is defined as the person's ability to observe their own behavior and to change their behavior according to the social environments in which they are located (Snyder, 1979; Lennox & Wolfe, 1984; Gould, 1993). People are divided into two different groups according to their self-monitoring levels. While individuals who have a high tendency to exhibit accepted behaviors in their social environments are in the group of those who have a high tendency to follow themselves, individuals who are less sensitive to social cues and who do not change their behavior according to social environments and who exhibit consistent movements are in the group of those who have a low tendency to follow themselves (Engizek, Şekerkaya, 2014: 312).

2.6.3. Exposure to Mass Media

The excess of broadcast and cable networks, radio stations, computer networks, newspapers, magazines, telephones, faxes and e-mail provide people with

a level of information that has never been encountered. People can access all kinds of information about events occurring anywhere in the world full-time from many parts of the world.

Excessive information exposure affects people's attitudes. Products and services can be brought to many locations of the world. On the other hand, if the individual does not have any knowledge, he / she may find it difficult to make sense of the product and associate it with his / her own life. In this case, the individuals also learned how to obtain information on the subject of the attitude. Thus, the individual associates the new attitude subject he faces with his own life by providing information support from outside (İnceoğlu, 2010: 29).

2.7. CHANGING THE ATTITUDE

The attitude measured in a certain time unit may change or change with various effects after a while. In other words, the phenomenon of attitude is dynamic, not static (Baysal, 1981: 132).

The vast majority of marketing efforts are aimed at convincing the customer, and this is only possible after efforts to change the attitude and behavior. However, it is not easy to shape attitudes. Marketers must first grasp how difficult it is to change consumers' attitudes (Evans et. al, 2010: 115).

If the three components (cognitive, affective, and behavioral) of the attitude show a balanced situation, changing these attitudes can be relatively difficult. Because this is an indication that the attitude in question is now settled (Blythe, 1997: 74-75).

To change an attitude, it is necessary to change the elements that make up that attitude. These elements are cognitive, emotional (affective) and behavioral elements that form the components of attitude (İsmailoğlu & Altunışık, 2010: 163).

2.7.1. Changing the Cognitive Element

One of the most effective approaches to changing attitudes is to ensure that attitudes change in cognitive aspects. The knowledge gained about an object, event

or situation can affect the element of emotion and behavior and change the attitude together. For example, in the EU countries and in the USA, the harm of smoking has been effectively taught to the masses and a negative attitude has been created against smoking (İsmailoğlu & Altunışık, 2010: 163).

There are three strategies used to change attitude: creating a new and distinct belief, changing the evaluation of a strong belief, strengthening an existing positive belief (Koç, 2012: 255-257).

Creating a new and distinct belief is probably the most common attitude change strategy. This strategy may require a physical change in the product. Crispy and crunchy, for example, is a feature currently found in many food products. Recently, crackers, chips, wafers and chocolates constantly highlight these crunchiness features. Even many yoghurt brands have added small crunchy particles to some of their products. The most important reason for this is that people generally have positive attitudes towards the fact that the products are crispy and crunchy, they find it amusing, they feel a sense of freshness and have a relaxing effect (Peter & Olson, 2010: 141).

Changing the evaluation of a strong belief is attempted to change what the consumer's information about the particular element expresses to him. For example, Şok company has recently switched to the "Hard Discount" model, so its products are cheaper than in previous years. The company tries to shape the attitude of the consumer towards their own stores in line with the new image of the store, emphasizing that their goods are quality and cheap in advertisements given in national channels (Arslan, 2012: 21).

In the strategy of changing attitude by strengthening an existing positive belief, the positive attitude of the consumer is tried to be further strengthened by informing the consumer that this phenomenon actually contains more positive features about them. This method is similar to the previous method in terms of associating the feature that is the subject of the attitude developed by the consumer with the value it will obtain as a result of this attitude. Such associations will increase the strength of consumers' beliefs and attitudes. For example, the marketing of sunscreen lotions emphasizes the risks that may be encountered if products with sunscreen effects are not used. The belief in the sunscreen effect of the product will

be strengthened by linking the sunscreen properties of the product with its properties such as preventing skin cancer and skin wrinkles (Peter & Olson, 2010: 142-143).

2.7.2. Changing the Affective (Emotional) Element

The most effective method to affect the emotional component is classical conditioning. In this approach, the music loved by the audience can be matched with the brand name. After all, the positive emotion towards music can reflect on the brand after a while. Positive emotions can also be obtained by showing the brand in many situations. For example, Nescafe actively uses music to create a positive attitude in its ads (Odabaşı & Barış, 2005: 180-181).

Each of the new information we obtain about a product category or brand has the potential to change our emotional responses. Advertisements, magazine news, salespeople, friend recommendations influence the way we feel about the brands in the market and play an encouraging or dissuasive role in purchasing those brands. Again, our emotional responses can be very general or specific. For example, a consumer saying "I hate shopping for clothes" shows a general sense of feeling for a product category. However, a consumer who says "Pınar milk is the most beneficial milk for children" has developed a feeling specifically for that brand (Berkman et. al., 1997: 338).

2.7.3. Changing the Behavioral Element

Emotional elements reflect the overall tendency of the customer towards the brand in question. Often this is no more than a general liking or dislike. In short, emotional component is not directly related to purchasing behavior. The behavioral component refers not to attitudes towards a brand, but to attitudes towards purchasing that brand, and is therefore a much better determinant of behavior than belief or emotional dimensions. For example; university students can have positive feelings and beliefs for Renault-branded cars due to their relatively low cost and wide service network. However, this does not mean that students will buy this car. Although there is a positive trend towards the brand, none of the students may buy

this car due to reasons such as poor quality or not expressing their own image. The emphasis here is that the marketing efforts of the businesses' marketing department to affect the cognitive and emotional responses of consumers will be insufficient and consumers must be motivated to purchase (Berkman et. al, 1997: 347-348).

2.8. CRITERION OF ATTITUDE

Although the vast majority of human behavior is influenced by attitudes, it is not correct to say that any behavior falls into this category. For example, instinctive reactions and behaviors do not result from attitudes. Attitudes include certain organized structures of thought. Sherif (1936) anticipates the following criteria to distinguish attitudes from other ordinary thinking structures and their behaviors (İnceoğlu, 2010: 30-32);

- Attitudes are not inherent, they are acquired in time: Basically, like all intellectual activities, the formation of attitude takes place in the learning process. Attitude is achieved throughout the socialization process. In this process, environmental factors are also effective in the formation of attitudes, such as the development of other forms of behavior, the acquisition of other mental abilities and skills. For example, the social structure in which the individual was born and socialized, cultural environment, economic conditions and the education he received, the knowledge and experiences he gained, the personality structure he developed with their influence, etc. It is effective in the formation of many internal and external factors attitudes. In short, attitudes are formed in the process of relationship with the external environment of the individual, but then they become an important part of the personality structure of the individual and play an important role in shaping his relations with the environment.
- Attitudes are not temporary intellectual states: Once attitudes appear, they continue for a more or less certain period of time. This is because attitudes are being gradually shaped. Sometimes an individual can maintain an attitude for life. For example, someone with a conservative personality structure in her/his political view can vote for the same political party in each election

without making concessions throughout her/his life. From time to time, individuals can change their attitudes for different reasons. Individual's socialization process, and accordingly, the attitudes formed during the learning process may be reinforced or may change completely depending on the changing conditions, increasing or changing knowledge and experiences.

- Attitudes bring consistency, determination and regularity to the relationships between the individual and objects: Since attitudes are formed in the learning process, they regulate the relationship between the human object and its perception, judgment and use of the environment. They also have the potential to give these arrangements a certain balance and stability.
- In the human-object relationship, a process of influencing is determined, particularly by means of attitudes: When a person shapes any attitude, she/he can no longer look at the object in question with a neutral eye, she/he takes an attitude towards or against that object. Some attitudes are loaded with social value judgments. In such attitudes, bias takes its most intense form. Since our attitudinal actions stem from social conditions, there can never be neutrality for the human and environment relationship.
- In order for attitudes to be formed and shaped, many elements that can be mixed with each other must be together: a negative or positive trend may appear only in relation to that object. The relationship of the individual with the objects around her/him, her/his behavior towards the objects in question is relative. This relativity, which the individual takes into consideration when comparing individual objects and developing some behavior patterns related to them, can turn into uniformization when the need for generalization arises. For example, the generalization of "Y nation is aggressive" creates an attitudinal environment that gives rise to the prejudice that any individual or group of the "Y" nation is also aggressive.
- Principles related to the formation of attitudes at the individual level can also be applied to the formation of social attitudes by generalizing: Social attitudes, at the social level means attitudes towards the object, value, subject, group or institution that has meaning. For example, the flag is an object of social value. Patriotism is a national and therefore socially valid value.

Although the mechanism in attitude formation is the same for both types of attitudes, the difference between the two is that the mistake in social attitude is related to an item that is valid at the social level. The personal attitude arises from the special relationship between the object and the person. However, it is often impossible to distinguish them clearly. For example, it is known that many attitudes (masculinity, shyness, aggression) that are thought to be valid only at the personal level but they are valid at the social level. In such cases, some social norms are reflected on the person and personality.

2.9. TRANSFORMATION OF THE ATTITUDE TO BEHAVIOR

The following factors have been revealed for attitudes to predict the buying behavior (Mowen, 1993: 280-281).

- Consumer participation level: It is likely that attitudes will turn into buying behavior only in cases where the consumer participation level is high in making the purchase decision.
- Measuring attitude: Measuring attitude must be valid and reliable. In addition, the measurement level of the attitude should be at the same level as the measurement level of the behavior. For example, if the consumer is asked whether he has donated to a charity organization such as the Kızılay (Turkish Red Crescent), while measuring the behavior, the question to be asked to reveal the consumer attitude should be at least specific to this question (Arslan, 2012: 27).
- Other people's impacts: The consumer develops this directional desire after other people's desire to buy, making the purchasing behavior possible.
- Situational factors: Situational factors such as holidays, time constraints, and illness cause attitudes not to predict behavior well.
- Effects of other brands: Even if the attitude developed against one brand is quite strong, if the developed attitude towards another brand is stronger, the second brand will be more likely to purchase. This can cause problems in predicting purchasing behavior.

- **Attitude accessibility:** In order for an attitude to affect behavior, it must be activated in memory. The relationships between attitudes and the object subject to the attitude vary in the process. At one end of the process, the consumer has positive or negative emotions about an object such as a specific brand. At the other end of the process, the consumer can have quite strong feelings. As the results of many studies support, the stronger an attitude, the easier it can be activated in memory, and such attitudes affect regular and high purchasing behavior.

2.10. COGNITIVE DISSONANCE

“Dissonance is existence of non-fitting relations among cognitions, is a motivating factor in its own right” (Festinger, 1957 as cited in Festinger and Carlsmith, 1959: 203).

People may smoke even if they know it is brutal for their health and they find some excuses for making it sound. “The person who continuous to smoke knowing that it is not good for his health, might also feel he enjoys smoking so much it is worth it; the changes of his health suffering are not as serious as some would make out; he cannot always avoid every possible dangerous contingency and still live; and perhaps even if he stopped smoking he would put on weight which is equally bad for his health. So, continuing to smoke is; after all, consistent with his ideas about smoking” (Festinger, 1957:2).

Janis and King (1954) in explaining their findings, proposed an explanation in terms of the self-convincing effect of mental rehears a land thinking up new arguments by the person who had to improvise a speech (Janis & King, 1954: 218).

In Festinger experiment (1957), University students are selected for the experiment and they are divided into two groups. They take the subjects from the first group into a room and they do a really unnecessary job. After a while, all subjects in the room begin to complain. Psychologists start taking the subjects out of the room and take an experimental questionnaire. Although the experiment seemed to be over for those subjects who were complaining and leaving the room, the experiment was just beginning. The psychologists who conduct the experiment tell

the group that is out of the room and dissatisfied to bring positive comments about the experiment when they meet the other group and talk about the success of the experiment and how much fun they had. They give \$ 20 to a part of the first group, and only \$ 1 to other the part. Subjects adapt to what is said to them and go with others to tell other subjects how much they enjoy this job.

After calling the other subjects, they do a questionnaire about how much they enjoyed the experiment to the team leaving the room. And the result is absolutely amazing. While those who get \$ 20 to lie are actually very boring and unnecessary, the team who buys \$ 1 says that the experiment is not bad at all, they even have some fun. The psychologists who run the experiment are confused, interestingly, those who received more money, adapted between their attitudes and behaviors, while they said they really felt, and those who received less money convinced and said that the experiment was fun (Festinger & Carlsmith, 1959: 204-209).

2.11. SOCIAL JUDGEMENT THEORY

The basis of social judgment theory is a conception of ego (self- system) (Sherif, 1968, as cited in Sherif, 1973:312).

“The degree of self or ego involvement (Sherif, 1936) is inferred from the relative consistency and characteristic structure of behaviors with reference to their situational context. In thus inferring an order of personal involvement, we assume cognitive processing: selecting, discriminating, and comparing salient features of events with both antecedent and concurrent stimuli. Since this judgment process also becomes evaluation when events bear closely on cherished premises and beliefs, attitude may be defined operationally in terms of the person's categories for evaluating a stimulus domain when circumstances or instructions do not predetermine the categories to be used” (Sherif & Sherif, 1967 as cited in Sherif, 1973: 312).

“In this theory an attitude is conceived as an internal factor that is inferred from behavior in relation to some relatively specific object or set of objects. A person's attitude, however, is thought of not as some point on a continuum but as a series of three zones or latitudes” (Granberg, 1982: 310). These three zones are;

- Latitude of acceptance
- Latitude of rejection
- Latitude of non-commitment.

“Latitude of acceptance is that position (or category) in a class of objects that the person finds most acceptable plus all others also acceptable, while latitude of rejection encompasses the comparable objects that are objectionable. Latitude of non-commitment consists of those objects that the person neither accepts nor rejects, or for any reason fails to evaluate, when not required to respond to the entire stimulus domain presented” (Sherif, et al., 1973:313).

“If as latitudes of acceptance increase, latitudes of non-commitment decrease and as latitudes of non-commitment increase, latitudes of rejection decrease, it appears reasonable to assume that attitude change may best be affected through manipulation of non-commitment” (Hood & O’leary, 1969: 284).

2.11.1. Latitude of Acceptance

“The latitude of acceptance consists of the alternatives regarded by the person as basically acceptable. Within the latitude of acceptance, there will be one position that represents the person's own position, the position that ideally expresses the person's outlook or is most acceptable in the sense of coming closest to such an expression” (Granberg, 1982: 310).

2.11.2. Latitude of Rejection

“The latitude of rejection consists of the alternatives regarded as objectionable. Besides; within this latitude, there will be one position which is regarded as the most objectionable or the most undesirable” (Granberg, 1982: 310).

2.11.3. Latitude of Non-commitment

“The latitude of non-commitment consists of items or alternatives that fall within neither the latitude of acceptance nor the latitude of rejection, items responded to in a noncommittal way” (Granberg, 1982: 311).

2.12. FISHBEIN’S MULTI-ATTRIBUTE MODEL

The Fishbein multi attribute model (Ajzen and Fishbein, 1980) is a perplex and influential concept of the relation among consumer’s attitudes, beliefs, intentions and behaviors. According to this model, beliefs and evaluations of individual about the service make shape the individual’s attitude to the service. “Fishbein (1980) expresses that “an attitude toward an object is more or less automatically learned as one learns about a new product, and that learning occurs in the form of beliefs about product attributes”, also Fishbein’s model is dramatically helpful for marketers thanks for presenting reasons for consumer choices, determines unfulfilled needs and provides ideas for new products (Pousttchi & Wiedemann, 2009:256-257). This means, when a person expects a positive outcome about service, the person will has got positive attitude toward the service. In opposite situation, the opposite of this will be happen.

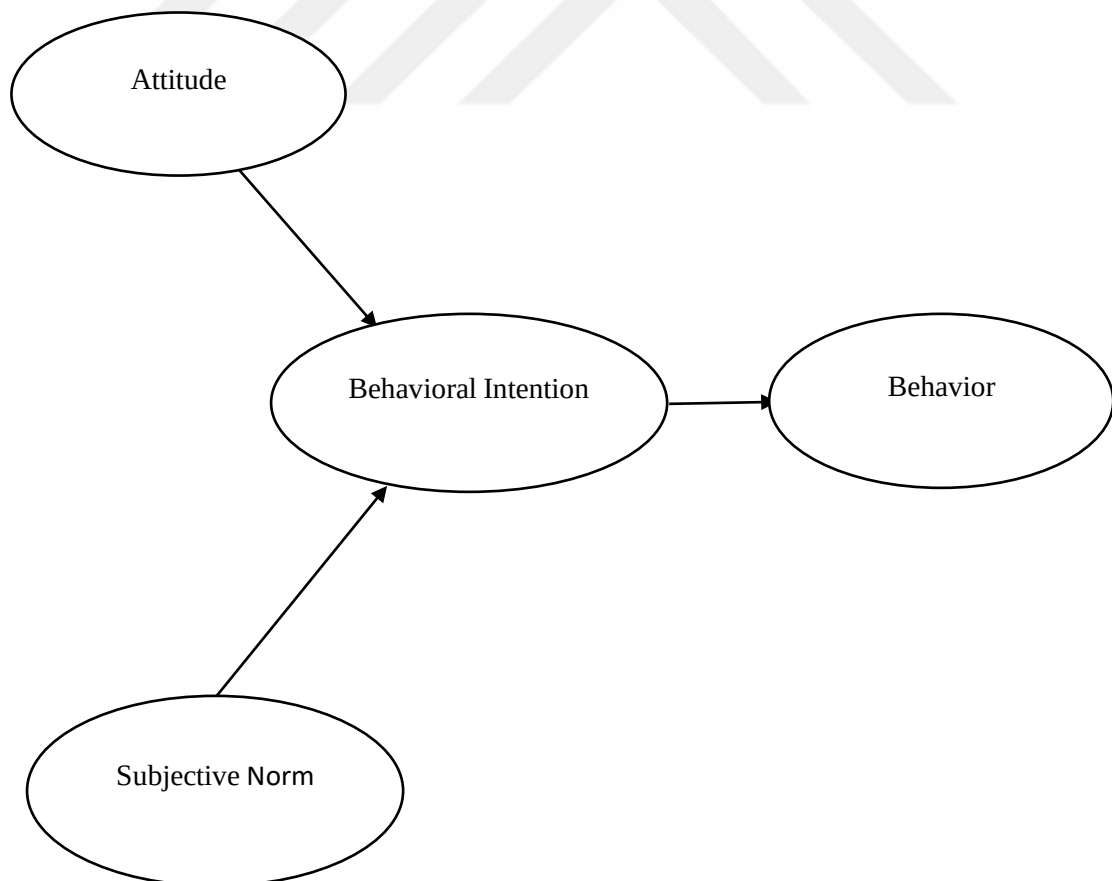
- The Fishbein’s Model establishes a persuasive approach for understanding how an entire evaluation of a service is arisen from a consumer’s beliefs.
- “The Fishbein’s Model allows for differences among consumers in the array of service attributes that will be salient or relevant to the overall product evaluation. Additionally, two different consumer’s beliefs about the same service may be identical or different”.
- The Fishbein’s Model allows differences between consumers with different levels of faith and can easily explain these differences in service evaluations. If the consumer has got strongly positive beliefs about the service establish a positive evaluation of service.

2.13. THE THEORY OF REASONED ACTION

Theory of reasoned action is a mean used to reach deeper insight into how attitudes and beliefs correlated with the personal intentions to perform (Pousttchi and Wiedemann, 2009:257).

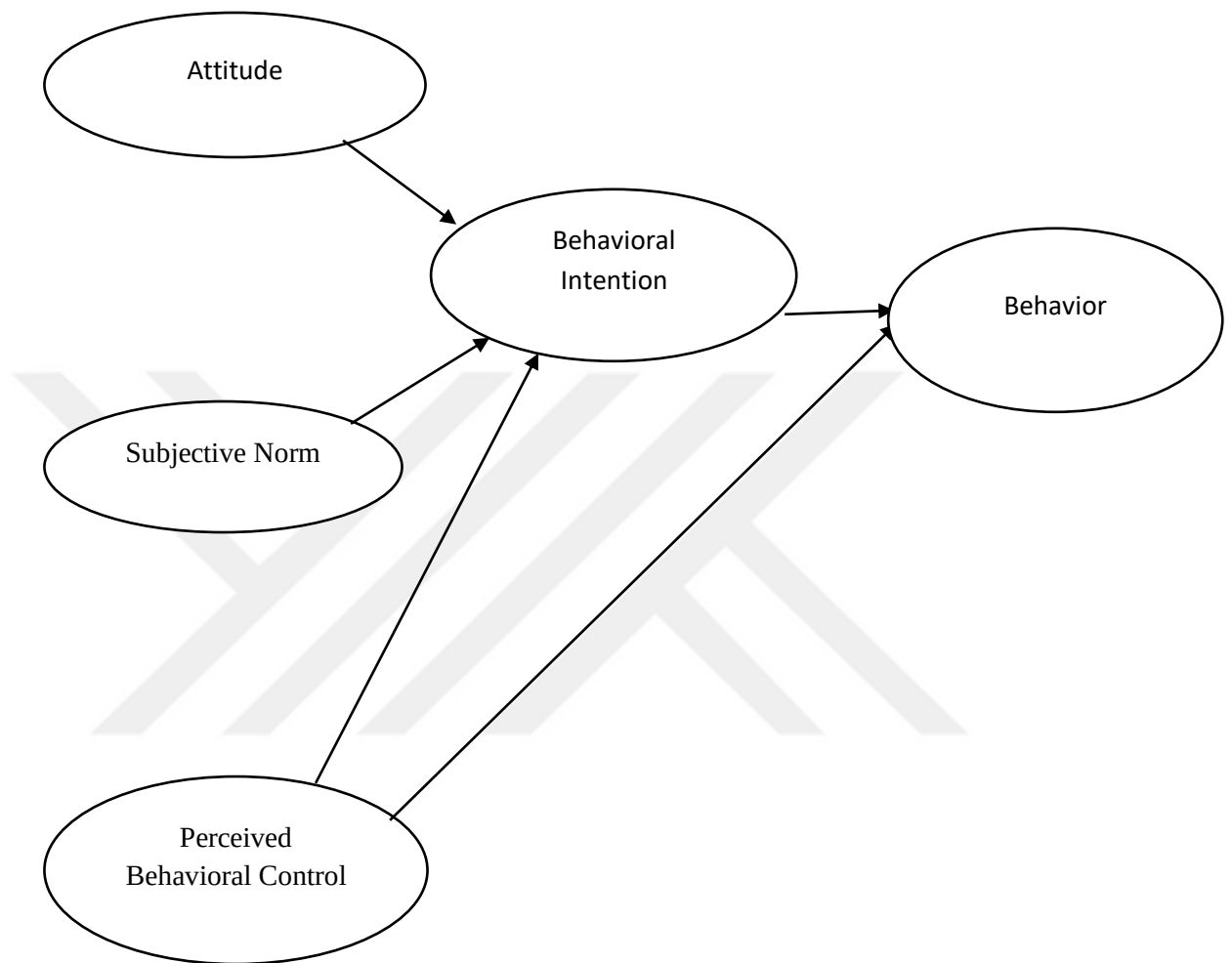
“Theory of reasoned action suggests that behavioral intention of an individual to perform or not perform certain target behavior is solely and directly responsible for influencing that individual’s target behavior” (Pousttchi & Wiedemann, 2009:257). Theory of reasoned action has got three main aims. These are measuring stability intentions among time of measurement and performance of the behavior, and power of the other people’ influence our behavior and finally how the attitude affects the consumer’s behavior about buying action (Madden, Ajzen, Ellen, 1992:4).

Figure 1: Path model for the theory of reasoned action.



Source: Madden, Ajzen, Ellen, 1992: 4

Figure 2: Path model for the theory of planned behavior (Madden, Ajzen, Ellen, 1992: 4)



Source: Madden, Ajzen, Ellen, 1992: 4

2.14. THEORY OF PLANNED BEHAVIOR

The theory of planned behavior (Ajzen,1985) is improved for extending the borderline of pure volitional control stated by theory of reason action (Madden, Ajzen, Ellen, 1992:4). In theory of planned behavior, “perceived control is determined by control beliefs concerning the presence or absence of facilitators and barriers to behavioral performance, weighted by their perceived power” (Glanz, 1990: 98).

In planned behavior theory, social behavior of people is under the control of certain factors; it results from certain reasons and occurs in a planned way. In order for a behavior to emerge in a person, the goal for behavior must first be formed. Factors affecting “behavior-aim” are “behavior-attitude”, “subjective norms” and “perceived behavior control”.

It is under the influence of behavioral (attitude) beliefs, normative beliefs and control beliefs. These beliefs also constitute the results of the behavior that will occur (Erten, 2002: 219-220).

As seen above, figure 2, there are some indirect effects and direct effects to behavior. Indirect effects are attitude, subjective norm and perceived behavioral control. These affect to behavior via behavioral intention. Behavioral intention can affect directly to behavior.

Attitude towards behavior refers that the consumer’s positive or negative evaluations towards to perform that behavior.

Subjective norm suggests that behavior is activated in two ways lasts: the first is the individual's willingness to behave as the persons concerned behave, the second is the way the individual perceives the thoughts of the persons concerned on how to behave (Özer & Yılmaz, 2010:37).

Perceived behavior control is the belief of how easy or how difficult it is for the person to demonstrate the behavior to be able to demonstrate that behavior.

As a general rule, the more positive the attitude towards behaviors, the more the subjective norm is acceptable and the stronger perceived behavior control, briefly

on behaviors the more sufficient the control, the purpose of the person will be stronger to fulfill the behavior in question (Erten, 2002: 220).

2.15. STUDIES ON PRODUCT PLACEMENT AND ATTITUDE

There are significant studies are carried out about product placement and attitudes. The relationship between product placement and attitude is vital in terms of marketers. Knowing that, product placement has got power on attitude of consumer and attitude has got power on buying behavior of consumer.

The study conducted by Homer (2009), demonstrate that “Data confirm that brand attitudes decrease when product placements are prominent/obvious, especially when such obvious product mentions are repeated. For subtle cases of product placement, consumer attitudes are relatively positive and repeated exposures have little incremental impact”. Moreover, as repeating number of prominent placements is increase, negative effect on the attitude relatively increase too (Homer, 2009:28).

According to the literature, the suitability or acceptance of the product placement has been found to occur with the pleasure of the viewers regarding the content of the product placement strategies (Gupta & Gould, 1997; Nebenzahl & Secunda 1993; Sung et al., 2009).

In the study of Delorme and Reid (1999), it was revealed that the viewers developed a positive attitude towards hidden product placements. While brands that give the feeling of “reality” are welcomed by those who are subject to the study, it has been revealed that the brands in the movies bring themselves closer to the movie characters and their lifestyles (Delorme & Reid, 1999).

According to Schmoll et al. (2006), there is a link on the general attitudes towards media use and product placement. These two variables are in direct relationship between them. Therefore, with the help of this survey study conducted on 264 adults, positive attitudes towards product placements; It has been proven that those who watch television, film and other media tools have developed with the awareness of or against the brand being placed (Schmoll et al., 2006: 43).

Attitude can be defined as the continuous and general evaluations of consumers themselves, other people, objects, situations and advertisements (Solomon, 2011: 282).

Consumer attitudes are helpful in explaining consumers' intention to purchase any brand and their buying behavior (Hawkins et al., 2007: 396).

According to Keller (1993), attitude towards the brand is expressed as general evaluations of consumers towards the brand (Keller, 1993). Product placement has positive and negative effects on consumers' brand attitudes. In this context, it can be argued that the product placement method, the exposure time of the product placement, the attitude of the audience towards the program where the product placement is applied affects the brand attitudes of recognizing the placed brand (Brennan et. al., 1999: 335).

In Russell's study (2006), to maximize external validity, benefits from actual episodes of situation comedy at actual time of the sitcoms are showed. The stimuli were actual sitcom episodes, the season premieres of *Will and Grace*, *Friends*, *Everybody Loves Raymond* and *Frasier*, watched in real time by real audiences. To collect the data online survey was used. The findings support the model's description of para-social attachment between consumers and sitcom characters. If the attitude of characters towards to product is negative, para-social attachment with the character significantly effects on the consumers attitude towards to the product. If the product and the character association is strong in terms of consumers, consumers attitude towards the product will be affected negatively. When the characters attitude against product is positive, if consumers think that character and product well matched, attitude towards product will be affected positively (Russell, 2006: 15).

Ong and Men (1994) examined the impact of brand appearances on viewers' attitudes toward brands and purchase intentions using the movies *Falling Down* and *Point of No Return*, there are many product placements in both of them. Despite the fact that, ninety-eight percent of subjects could recall seeing Coke in the movie *Falling Down*, eleven percent could not remember seeing no brand in the movies, and most subjects could not remember more than one brand. Moreover, the study found no relationship between brand appearances and purchase intentions (Ferraro & Avery, 2000: 2).

Vollmers and Mizerski (1994) studied the effects of brand appearances on brand remembering and attitudes utilizing a controlled study and clips from the movies. The movies are Gorillas in the Mist and Mr. and Mrs. Bridge. Subjects in the experimental group watched movie footage with the placed brands included, and as different from experimental group, subjects in the control group watched similar footage with no brand appearances. Ninety-three percent of the subjects in the experimental group were able to remember the brands, which is a sharply higher recall rate than reported by the industry. There were no subjects in the control group recalled seeing a brand. In the experimental group, brand appearances were not found to influence brand attitudes (Ferraro & Avery, 2000: 2).

2. 16. ATTITUDIONAL CONSTRUCTS IN PRODUCT PLACEMENT

In this research, attitude toward the actor, attitude toward the character, attitude toward the product placement, attitude toward the TV-series, attitude toward the brand and fit between the actor and the brand are examined.

- **Attitude Toward the Actor**

It is prevalent for famous actors to endorse brands in advertisements. At the same time, movie actors may be perceived to endorse brands in brand placements. Thus, Attitude toward the actor is conceptually similar in placement contexts to attitude toward the spokesperson in advertisement contexts. It captures perceptions of liking and credibility associated with the featured spokesperson (Dimofte, et al., 2003 as cited in Balasubramanian, et. al. 2014: 519).

- **Attitude Toward the Character**

Parasocial theory to characterize the attitude and attachment that viewers develop toward sitcom characters used by Russell and Stern (2006: 10). There is a relationship between television characters and viewers. After only one episode,

audiences are likely to develop attitudes toward the character. Throughout watching multiple episodes of a TV-series, nevertheless, audiences become actively vested in characters whose lives they closely follow and care about, and sometimes begin to interact with them as if they were real in a parasocial way (Russell, Stern, 2006: 10-11).

- **Attitude Toward the Product Placement**

When focusing on a specific brand message in the advertising and placement domains, respectively, attitude toward the advertisement corresponds to attitude toward the product placement that captures evaluations of the movie segment that embeds the placed brand (Balasubramanian, et. al., 2014: 519). According to Gupta and Gould (1997), attitude toward the advertisement and attitude toward the product placement as conceptually similar constructs (Gupta and Gould, 1997: 39).

- **Attitude Toward the TV-series**

TV series can cause firstly consumers to gather information about the product, then to feel a feeling for the product and show a buying behavior. If the consumer does not have a strong brand preference for a product, it can be easily provided to show a purchasing behavior for a product or brand through TV series (Uç, Parıltı, 2017:218).

- **Attitude Toward the Brand**

Attitude toward the brand is an evaluative outcome that captures an individual's attitudinal predisposition toward a brand. This construct's importance is underscored that consider attitude toward the brand as a precursor to purchase intention or behavior (Balasubramanian, et. al., 2014: 519).

- **Fit Between Actor and Brand**

According to Kamins (1990), viewers consider the fit between the product and the actor. Additionally, if the brand matches the actor's image, the brand's appeal increases. Kamins and Gupta (1994) report that increased product/celebrity congruence triggers higher believability and a more favorable brand attitude. Deficiency of such congruence may decrease brand attitudes (Balasubramanian, et. al., 2014: 520).



CHAPTER 3

METHODOLOGY AND FINDINGS

In this research, the effects of subtle product placement and prominent product placement on attitude will be investigated between groups with two samples. The originality of the research stems from keeping all the conditions same for two samples: TV-series, brand and character but with different product placement types.

3.1. OBJECTIVE OF THE RESEARCH

With the developing technology, the number of channels sharply increased which provided wider access for consumers to watch series and movies. And also, traditional advertising methods is inadequate and easy to dismiss. Because of the increasing significance of product placement, researchers investigated the product placement in terms of abundant angles like, effect of attitude (Balasubramanian et. al., 2014), brand image (Reijmersdal, et. al., 2007), brand identity (Sallam, 2014) irritating or not (Gupta, Stephan and Gould, 1997), different types of product placements (Brennan, Dubas & Babin, 1999), types of product placement channels (Şengün, 2019).

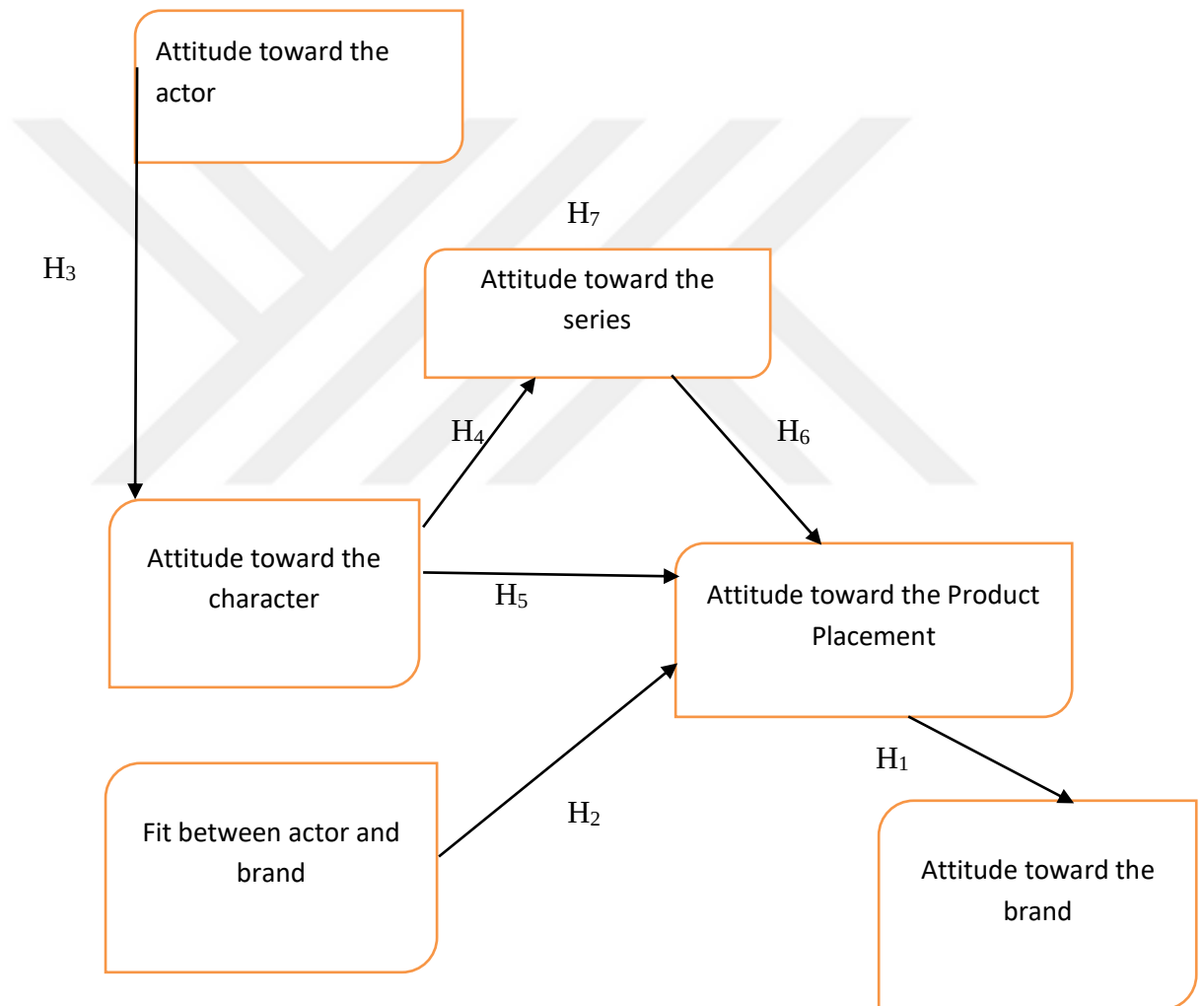
The effect of product placement on attitude has gained great attention from scholars (Nebenzahl & Secunda, 1993; Ong & Meri, 1994; Baker & Crawford, 1995; Gupta & Gould, 1997, Balasubramanian, Patwardhan, Pillai & Coker, 2014).

The objective of this research is to analyze the effects of product placements on attitude when all conditions of TV-series, character and brand are kept the same. In this research the effects of subtle product placement and prominent product placement on attitude are separately investigated. Subtle and prominent product placement are chosen according to past studies (Gupta & Lord, 1998; Homer, 2009).

3.2. RESEARCH MODEL

Research model of the study is based on Balasubramanian, Patwardhan, Pillai and Coker (2014)'s study of "Modeling attitude constructs in movie product placements".

Figure 3: Structural Model of this study (Balasubramanian et. al., 2014: 525).



Source: Balasubramanian, Patwardhan, Pillai, Coker, 2014. Modeling attitude constructs in movie product placement.

The originality of this thesis stems from using this model to compare two different types of product placements, subtle and prominent, when all other conditions of product placement are kept equal. Therefore, two surveys are conducted which includes different product placement examples.

Therefore, hypotheses of the research are:

H₁= Attitude toward the product placement has a positive effect on attitude toward the brand.

H₂= The fit of the actor with the brand has a positive effect on attitude toward the product placement.

H₃= Attitude toward the actor has a positive effect on attitude toward the character.

H₄= Attitude toward the character has a positive effect on attitude toward the series.

H₅= Attitude toward the character has a positive effect on attitude toward the product placement.

H₆= Attitude toward the series has a positive effect on attitude toward the product placement.

H₇: Attitude toward the TV-series has a mediation effect between attitude toward the character and attitude toward the product placement.

3.3. QUESTIONNAIRE DESIGN

In this research, online questionnaire through convenience and judgmental sampling is used. The questionnaires are conducted with the audiences of the famous TV series of 90s' "Friends". Friends has wide audience with different demographics, since it started streaming. The reason of choosing this TV-series is, "Friends" is a very popular, well known and wide spread since it published and won lots of prizes such as Golden Globe, Emmy, GlAAD, People's Choice Price (IMDb, 2020).

Online survey which enabled the reach to different demographics, is used for this research. In this research product placement examples are shown in photographs. All product placement examples in the survey, are taken as a screenshot from the original scenes of the series. Data collected between April and May, 2020.

In this research two different product placement types, subtle product placement and prominent product placement, under same conditions are tested. So, finding same product, same character, same TV-series for two different type product placements was necessary. On the other hand, the product has to be known by Turkish consumers.

Among the product placements in the series, Toblerone's product placement was selected. The reasons for this selection are:

- a. Toblerone is well-known chocolate brand.
- b. Toblerone is placed subtle and prominent in Friends, with same character.

The questions were selected from Balasubramanian, Padwardhan, Pillai, Coker (2014):

Attitude toward the actor is measured with fifteen items taken from Ohanian (1990) through semantic scale.

Attitude toward the TV-series is measured with four items taken from D'Astous and Touil (1999) through semantic scale.

Attitude toward the product placement is measured with four items taken from Mitchell and Olson (1981) through semantic scale.

Attitude toward the brand measured with four items taken from Mitchell and Olson (1981) through semantic scale.

Attitude toward character is measured with five items taken from Balasubramanian and et. al. (2014) through semantic scale.

Fit between actor and brand measured with two items taken from Balasubramanian and et. al. (2014) through five-point Likert scale.

3.4. RESULTS

3.4.1. Reliability and Validity of The Research

In order to determine the reliability of the results of both questionnaires, Reliability Analysis was performed in SPSS Statistic program.

On the other hand, the items which are used in this research have been already used in some studies. The studies which are conducted with these items are Guennemann (2014), D'Astous and Touil (1999), Mitchell and Olson (1981), Kowalczyk and Royne (2012), Cornwell et al. (2009), Chen and Huddleston (2007), Ohanian (2013), Charbonneau and Garland (2006).

- **Reliability Results of Prominent Product Placement**

Reliability Analysis of prominent product placement demonstrate that Cronbach's Alpha coefficient of "Attitude Toward the Actor" is .917; "Attitude Toward the Character" is .798; "Attitude Toward the TV-series" is .933; "Attitude Toward the Product Placement" is .890; "Attitude Toward the Brand" is .919 and "Fit Between Actor and Brand" is .897. As a result, all Cronbach Alpha values are higher than .700 so all these factors are reliable.

- **Validity Results of Prominent Product Placement**

In order to determine the construct validity of the scale, principle components analyses and exploratory factor analysis were applied using the "Direct Oblimin" rotation method. As a result of the analysis, it was found that the sampling adequacy value of Keiser -Meyer-Olkin (KMO) was .933. Hence, the sample size is sufficient for factor analyses. The p-value of the Barlett's Test of the Sphericity (Chi Square = 28425.412; df = 561; $p < .05$) indicates that the correlation relationships between items are suitable for factor analysis.

The items which are used in this research have been already used in some studies. Because of that the findings are reliable and valid. The studies which are conducted with these items are Guennemann (2014), D'Astous and Touil (1999), Mitchell and Olson (1981), Kowalczyk and Royne (2012), Cornwell et al. (2009), Chen and Huddleston (2007), Ohanian (2013), Charbonneau and Garland (2006).

- **Reliability Results of Subtle Product Placement**

Reliability analysis of subtle product placement demonstrate that Cronbach's Alpha coefficient of "Attitude Toward the Actor" is .926; "Attitude Toward the Character" is .844; "Attitude Toward the TV-series" is .938; "Attitude Toward the Product Placement" is .837; "Attitude Toward the Brand" is .928 and "Fit Between Actor and Brand" is .925. As a result, all Cronbach Alpha values are higher than .700 so all these factors are reliable.

- **Validity Results of Subtle Product Placement**

In order to determine the construct validity of the scale, principle components analyses and exploratory factor analysis were applied using the "Direct Oblimin" rotation method. As a result of the analysis, it was found that the sampling adequacy value of Keiser -Meyer-Olkin (KMO) was .933. Hence, the sample size is sufficient for factor analyses. The p-value of the Barlett's Test of the Sphericity (Chi Square = 28425.412; df = 561; $p < .05$) indicates that the correlation relationships between items are suitable for factor analysis.

3.4.2. Demographic Features of The Participants

Frequency and percentage value of the participants are given below in Tables 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 in terms of gender, age, education level, occupation, monthly income, frequency of watching TV-series.

3.4.2.1. Demographic Features of the Subtle Product Placement Survey's Participants

In this research two surveys are conducted for two different product placement types. Firstly, demographic features of subtle product placement survey's participant will be given below

- **Gender**

Total participant number is 872 for subtle product placement survey. In this survey when the 17.8 % of the participants are men, 82.2 % of the participants are women.

Table 1: Distribution of Participants Regarding Gender

Groups	Frequency	Percent	Valid Percent	Cumulative Percent
Female	717	82.2	82.2	82.2
Male	155	17.8	17.8	100.0
Total	872	100.0	100.0	

- **Age**

There are four different age categories in this survey. These are 17 years old and below, 18-23 years old 24-29 years old, 30 years old and above.

Table 2: Distribution of Participants Regarding Age

Groups	Frequency	Percent	Valid Percent	Cumulative Percent
17and below	189	21.7	21.7	21.7
18-23	442	50.7	50.7	72,4
24-29	196	22.5	22.5	94.9
30+	45	5.1	5.1	100.0
Total	872	100.0	100.0	

- **Education Level**

Education level of participants of the survey categorized under six different topics. These are respectively, Graduated from Primary School, Graduated from Secondary School, Graduated from High School, Student at University, Graduated from University and Others. The highest number of participants is Student at University, the number of University student is 361 and it makes up 41.4 % of total participants. The second highest rate belongs to university graduated, 219 person and it makes up 25.1 % of the total participant. Third highest number belongs to others education level, 115 participants, it makes up 13.2 %. Graduated from high school and graduated from secondary school follow these rates respectively, 104 participants (11.9 %) and 73 participants (8.4 %).

Table 3: Distribution of Participants Regarding of the Education Level

Groups	Frequency	Percent	Valid Percent	Cumulative Percent
Primary School Graduate	0	0	0	0
Secondary School Graduate	73	8.4	8.4	8.4
High School Graduate	104	11.9	11.9	20.3
Student at University	361	41.4	41.4	61.7
University Graduate	219	25.1	25.1	86.8
Others	115	13.2	13.2	100.0
Total	872	100.0	100.0	

- **Occupation**

As seen table which is below, 58 (6.7 %) of the participants forming the sample group are officer; 118 (13.5%) of the participants forming the sample group are in private sector; 20 (2.3%) of the participants forming the sample group are running their own business; 454 (52.1%) of the participants forming the sample group are not working; 222 (25.4%) of the participant forming the sample group are in other occupations.

Table 4: Distributions of Participants Regarding Occupation

Groups	Frequency	Percent	Valid Percent	Cumulative Percent
Officer	58	6.7	6.7	6.7
Private Sector	118	13.5	13.5	20.2
Running Own Business	20	2.3	2.3	22.5
Not Working	454	52.1	52.1	74.6
Others	222	25,4	25.4	100.0
Total	872	100.0	100.0	

- **Monthly Income**

The family's monthly income of participants is handled in this research. The Table which is below display that 44 (5%) of the participants forming the sample group have 1999 and below income; 153 (17.5%) of the participants forming the sample group have 2000-2999 income; 167 (19.2%) of the participants forming the sample group have 3000-3999 income; 182 (20.9%) of the participants forming the sample group have 4000-4999 income; 326 (37.4%) of the participants forming the sample group have 5000 and above income.

Table5: Distribution of Participants Regarding Income Level

Groups	Frequency	Percent	Valid Percent	Cumulative Percent
1999 and Below	44	5	5	5
2000-2999	153	17.5	17.5	22.5
3000-3999	167	19.2	19.2	41.7
4000-4999	182	20.9	20.9	62.6
5000 and Above	326	37.4	37.4	100.0

- **Frequency of Watching Movies and TV-series**

In this research, the frequency of watching movies and TV-series of participants is analyzed. As seen in the table below frequency of watching movies and TV-series is handled under four categories. 154 (17.7%) the participants forming the sample group watch movies or TV-series less than 1 hour a day; 503 (57.7%) the participants forming the sample group watch movie or TV-series 1-3 hours a day; 183 (21%) the participants forming the sample group watch movies or TV-series more than 3 hours a day and 32 (3.6%) participants watch movies or TV-series different frequency than given.

Table 6: Distribution of Participants Regarding Watching Movies or TV-series Frequency

Groups	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 hour a day	154	17.7	17.7	17.7
1-3 hours a day	503	57.7	57.7	75.4
More than 3 hours a day	183	21	21	96.4
Other	32	3.6	3.6	100.0
Total	872	100.0	100.0	

3.4.2.2. Demographic Features of the Prominent Product Placement Survey's Participants

In this research two surveys are conducted for two different product placement types. As second, demographic features of prominent product placement survey's participant will be given below.

- **Gender**

Total participant number is 1196 for prominent product placement survey. In this survey while the 11.7 % (140 person) of the participants are men, 88.3% (1056 person) of the participants are women.

Table 7: Distribution of Participants Regarding Gender

Group	Frequency	Percent	Valid Percent	Cumulative Percent
Female	1056	88.3	88.3	88.3
Male	140	11.7	11.7	100.0
Total	1196	100.0	100.0	

- **Age**

There are four different age categories in this survey. These are 17 years old and below, 18-23 years old 24-29 years old, 30 years old and above. As it seen in table below, 297 (24.8%) of the participants forming the sample group are 17 years old and above; 602 (50.3%) of the participants forming the sample group are 18-23 years old, 247 (20.7%) of the participants forming the sample group are 24-29 years old; 50 (4.2%) of the participants forming the sample are 30 years old and above.

Table 8: Distribution of Participants Regarding of Age

Groups	Frequency	Percent	Valid Percent	Cumulative Percent
17 and below	297	24.8	24.8	24.8
18-23	602	50.3	50.3	75.1
24-29	247	20.7	20.7	95.8
30 and above	50	4.2	4.2	100.0
Total	1196	100.0	100.0	

- **Education Level**

As demonstrated in table below, the highest number of participants is Student at University, the number of University student is 462 and it makes up 38.6 % of total participants. The second highest rate belongs to university graduated, 306 person and it makes up 25.6 % of the total participant. Third highest number belongs to others education level, 187 participants, it makes up 15.6 %. Graduated from high school and graduated from secondary school follow these rates respectively, 149 participants (12.5 %) and 92 participants (7.7 %).

Table 9: Distribution of Participants regarding of Education Level

Groups	Frequency	Percent	Valid Percent	Cumulative Percent
Primary School Graduate	0	0	0	0
Secondary School Graduate	92	7.7	7.7	7.7
High School Graduate	149	12.5	12.5	20.2
Student at University	462	38.6	38.6	58.8
University Graduate	306	25.6	25.6	84.4
Others	187	15.6	15.6	100.0
Total	1196	100.0	100.0	

- **Occupation**

As seen table which is below, 59 (4.9 %) of the participants forming the sample group are officer; 157 (13.1%) of the participants forming the sample group are in private sector; 29 (2.4%) of the participants forming the sample group are running their own business; 644 (53.8%) of the participants forming the sample group are not working; 307 (25.8%) of the participant forming the sample group are in other occupations.

Table 10: Distributions Participants Regarding Occupation

Groups	Frequency	Percent	Valid Percent	Cumulative Percent
Officer	59	4.9	4.9	4.9
Private Sector	157	13.1	13.1	18
Running Own Business	29	2.4	2.4	20.4
Not Working	644	53.8	53.8	74.2
Others	307	25.8	25.8	100.0
Total	1196	100.0	100.0	

- **Monthly Income**

The family's monthly income of participants is handled in this research. The Table which is below display that 72 (6%) of the participants forming the sample group have 1999 and below income; 202 (16.9%) of the participants forming the sample group have 2000-2999 income; 257 (21.5%) of the participants forming the sample group have 3000-3999 income; 242 (20.2%) of the participants forming the sample group have 4000-4999 income; 423 (35.4%) of the participants forming the sample group have 5000 and above income.

Table 11: Distributions of Participants Regarding Income Level

Groups	Frequency	Percent	Valid Percent	Cumulative Percent
1999 and Below	72	6	6	6
2000-2999	202	16.9	16.9	22.9
3000-3999	257	21.5	21.5	44.4
4000-4999	242	20.2	20.2	64.6
5000 and Above	423	35.4	35.4	100.0
Total	1196	100.0	100.0	

- **Frequency of Watching Movies and TV-series**

In this research, the frequency of watching movies and TV-series of participants is analyzed. As seen in the table below frequency of watching movies and TV-series is analyzed under four categories. 161 (13.5%) the participants forming the sample group watch movies or TV-series less than 1 hour a day; 678 (56.7%) the participants forming the sample group watch movie or TV-series 1-3 hours a day; 305 (25.5%) the participants forming the sample group watch movies or TV-series more than 3 hours a day and 52 (4.3%) participants watch movies or TV-series different frequency than given.

Table 12: Distribution of participants Regarding Watching Movies or TV-series Frequency

Groups	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 hour a day	161	13.5	13.5	13.5
1-3 hours a day	678	56.7	56.7	70.2
More than 3 hours a day	305	25.5	25.5	95.7
Other	52	4.3	4.3	100.0
Total	1196	100.0	100.0	

3.4.3. Hypotheses Testing

3.4.3.1. Results of Regression Analyses of Prominent Product Placement

To analyze the effects of attitude toward the actor, attitude toward the character, attitude toward the TV-series, fit between the actor and the brand and attitude toward the product placement on the attitude toward the brand, regression analyses are conducted. The means, standards deviations and correlations of all factors are demonstrated in table 13.

Table 13: Mean, Standard Deviation and Correlation Coefficient Related to the Effect of Attitude toward the actor (Aactor), Attitude toward the character (Achar), Attitude toward the TV-series(Aseries), Attitude toward the Product Placement (App) and Fit between the actor and the brand (Fitactorbrand) on Attitude toward the brand (Abrand).

(N=1178)

Variables	Mean	S.D.	1	2	3	4	5
1.Aactor	4.0314	.72	1.00				
2.Achar	4.3776	.67	.63	1.00			
3.Aseries	4.7999	.58	.45	.59	1.00		
4.App	4.3228	.82	.51	.48	.41	1.00	
5.Fitactorbrand	3.8417	1.06	.30	.34	.30	.31	1.00
6.Abrand	4.2428	.81	.25	.19	.11	.33	.24

*p<.05

In Tables 14, 15, 16, 17, 18, 19 un-standardized coefficients B, un-standardized coefficients standard error and beta value are shown.

Regression results related to attitude toward the actor. attitude toward the character, attitude toward the TV-series, fit between the actor and the brand and attitude toward the product placement on the attitude toward the brand.

Table 14: Regression results related to effect of attitude toward actor on attitude toward the character.

Variables	B	Std. Error	Beta
Aactor	.591	.021	.628
Constant	1.995	.087	

R Square= .394; Adjusted R Square=.394; F (1,1176) =764.750; p<.05

In first step of the regression analysis, the results are statistically significant ($F(1,1176) = 764.750$; $p < .05$). The value of adjusted R square is 0.394. This result demonstrates that the 39.4 % variance in consumers' attitude toward character is explained by attitude toward actor. B value is .591 and which means that one-unit increase in attitude toward actor leads to .591 increases in attitude toward character.

Table 15: Regression results related to effect of attitude toward the character on attitude toward the TV-series.

Variables	B	Std. Error	Beta
Achar	.509	.020	.588
Constant	2.572	.090	

R Square= .346; Adjusted R Square= .345; $F(1,1176) = 621,148$; $p < .05$

In the second step of the regression analysis, the result which is related to attitude toward character is statistically significant ($F(1,1176) = 621,148$; $p < .05$). The value of adjusted R square is .345. The results indicate that 34.5 % variances in consumers' attitude toward the TV-series is explained by attitude toward the character. B value of attitude toward the character is .509 which means that one-unit increase in attitude toward the character leads to .509 increase in attitude toward the TV-series.

Table 16: Regression results related to effect of attitude toward the character on attitude toward the product placement.

Variables	B	Std. Error	Beta
Achar	.592	.031	.484
Constant	1.733	.138	

R Square= .234; Adjusted R Square= .233; $F(1,1176) = 359.210$; $p < .05$

In the third step of the regression analysis, the results which related to attitude toward the character and attitude toward the product placement show that they are statistically significant ($F(1,1176) = 359.210$; $p < .05$). The value of adjusted R square is .233. The results indicate that 23.3 % variances in consumers' attitude toward the product placement is explained by attitude toward the character. B value of attitude toward the character is .592 which means that one-unit increase in attitude toward the character leads to .592 increase in attitude toward the product placement.

Table 17: Regression results related to effect of fit between actor and brand on attitude toward the product placement.

Variables	B	Std. Error	Beta
Fitactorbrand	.242	.022	.311
Constant	3.393	.086	

R Square= .097; Adjusted R Square= .096; $F(1,1176) = 125.928$; $p < .05$

The fourth step of the regression analysis, the results which related to fit between actor and brand and attitude toward the product placement are statistically significant ($F(1,1176) = 125.928$; $p < .05$). The value of adjusted R square is .096. The results indicate that 9.6 % variances in consumers' attitude toward the product placement is explained by fit between the actor and the brand. The B value of fit between the actor and the brand is .242 which means that one-unit increase in fit between the actor and the brand leads to .242 increase in attitude toward the product placement.

Table 18: Regression results related to effect of attitude toward the TV-series on attitude toward the product placement.

Variables	B	Std. Error	Beta
Aseries	.577	.038	.408
Constant	1.554	.182	

R Square= .167; Adjusted R Square= .166; F (1,1176) = 235.398; p< .05

In the fifth regression analysis, the results which related to attitude toward the product placement and attitude toward the TV-series are statistically significant (F (1,1176) = 235.398; p< .05). The value of adjusted R square is .166. The results indicate that 16.6 % variances in consumers' attitude toward the product placement is explained by attitude toward the TV-series. The B value of attitude toward TV-series is .577 which means that one-unit increase in attitude toward the TV-series leads to .577 increase in attitude toward the product placement.

Table 19: Regression results related to effect of attitude toward the product placement on attitude toward the brand.

Variables	B	Std. Error	Beta
App	.323	.027	.330
Constant	2.846	.119	

R Square= .109; Adjusted R Square= .108; F (1,1176) = 143.686; p< .05

The results of last regression analysis are related to attitude toward the product placement and attitude toward the brand are statistically significant (F (1,1176) = 143.686; p< .05). The value of adjusted R square is .108. The results indicate that 10.8 % variances in consumers' attitude toward the brand is explained by attitude toward the product placement. The B value of attitude toward the product

placement is .323 which means that one-unit increase in attitude toward the product placement to .323 increase in attitude toward the brand.

- **Mediation analysis for prominent product placement**

Mediation analysis conducted for testing H₇. To analyze mediation effect was benefitted from Baron and Kenny's (1986) approach. According to Baron and Kenny (1986), regression models is used to conduct mediation analysis. The regression models are fitted in four steps, in every single step the significance of the coefficients is examined. To illustrate the steps, take three variables, X, Y and M. Where X is the covariate of interest, Y is the outcome and M is the potential mediating variable. According to this approach, the relationship between X and Y, X and M, M and Y should be statistically significant. Finally, the relationship between X and Y is analyze when M is mediation ($X \longrightarrow M \longrightarrow Y$). After the last step is X no longer significant when M is controlled, the finding supports "full mediation". If X is still significant the findings supports "partial mediation" (Baron, Kenny, 1986: 1176).

In table 20, the results of mediation effect of attitude toward the TV-series between attitude toward the character and the attitude toward the product placement are demonstrate. As seen Table 20, Beta decrease from .592 to .455 and the relationship between attitude toward the character and attitude toward the product placement is still significant after the mediation effect of attitude toward the TV-series. As a result, thanks to attitude toward the character is still significant and beta decrease after mediation effect of attitude toward the TV-series, the finding supports partial mediation.

Table 20: Testing for mediation effect (prominent product placement).

Independent variable	Dependent Variable	Beta of Achar	t- value of Achar	p
Achar	App	.592	18.953	.000
Achar, Aseries	App	.455	11.980	.000

3.4.3.2. Results of Regression Analyses of Subtle Product Placement

To analyze is to show that the effects of attitude toward the actor (Aactor), attitude toward the character (Achar), attitude toward the TV-series (Aseries), fit between the actor and the brand (Fitactorbrand) and attitude toward the product placement (App) on the attitude toward the brand (Abrand). Regression analyses fashion with the study, thus it is conducted. The mean, standard deviations and correlations of all factors are demonstrated in table 21.

Table 21: Mean, Standard Deviation and Correlation Coefficient Related to the Effect of Attitude toward the actor, Attitude toward the character, Attitude toward the TV-series, Attitude toward the Product Placement and Fit between the actor and the brand on Attitude toward the brand.

(N=1178)

Variables	Mean	S.D.	Aactor	Achar	Aseries	App	Fitactorbrand
Aactor	3.9512	.77	1.00				
Achar	4.3512	.73	.62	1.00			
Aseries	4.7038	.72	.54	.67	1.00		
App	3.9215	.93	.38	.32	.27	1.00	
Fitactorbrand	3.4035	1.12	.31	.33	.24	.29	1.00
Abrand	4.1608	.88	.23	.22	.11	.32	.25

*p < .05

In Tables 22, 23, 24, 25, 26, 27 un-standardized coefficients B, un-standardized coefficients standard error and Beta value which are related to subtle product placement are shown.

Regression results related to attitude toward the actor, Attitude toward the character, Attitude toward the TV-series, Fit between the actor and the brand and Attitude toward the Product Placement on the Attitude toward the brand.

Table 22: Regression results related to effect of attitude toward actor on attitude toward the character.

Variables	B	Std. Error	Beta
Aactor	.591	.026	.618
Constant	2.018	.103	

R Square= .382; Adjusted R Square=.381; F (1,858) =530.489; p<.05

In first step of the regression analysis, the results are statistically significant ($F(1,858) = 530.489$; $p < .05$). The value of adjusted R square is 0.381. This result demonstrates that the 38.1 % variance in consumers' attitude toward character is explained by attitude toward actor. B value is .591 and which means that one-unit increase in attitude toward actor leads to .591 increases in attitude toward character.

Table 23: Regression results related to effect of attitude toward the character on attitude toward the TV-series.

Variables	B	Std. Error	Beta
Achar	.652	.025	.671
Constant	1.866	.109	

R Square= .450; Adjusted R Square= .449; $F(1,858) = 702,084$; $p < .05$

In the second step of the regression analysis, the result which is related to attitude toward character and attitude toward the TV-series is statistically significant ($F(1,858) = 702,084$; $p < .05$). The value of adjusted R square is .449. The results indicate that 44.9 % variances in consumers' attitude toward the TV-series is explained by attitude toward the character. B value of attitude toward the character is .652 which means that one-unit increase in attitude toward the character leads to .602 increase in attitude toward the TV-series.

Table 24: Regression results related to effect of attitude toward the character on attitude toward the product placement.

Variables	B	Std. Error	Beta
Achar	.404	.041	.318
Constant	2.163	.181	

R Square= .101; Adjusted R Square= .100; $F(1,858) = 96.706$; $p < .05$

In the third step of the regression analysis, the results which related to attitude toward the character and attitude toward the product placement show that they are statistically significant ($F(1,858) = 96.706$; $p < .05$). The value of adjusted R square is .100. The results indicate that 10 % variances in consumers' attitude toward the product placement is explained by attitude toward the character. B value of attitude toward the character is .404 which means that one-unit increase in attitude toward the character leads to .404 increase in attitude toward the product placement.

Table 25: Regression results related to effect of fit between actor and brand on attitude toward the product placement.

Variables	B	Std. Error	Beta
Fitactorbrand	.243	.027	.291
Constant	3.093	.098	

R Square= .085; Adjusted R Square= .084; $F(1,858) = 79.395$; $p < .05$

The fourth step of the regression analysis, the results related to fit between actor and brand and attitude toward the product placement are statistically significant ($F(1,858) = 79.395$; $p < .05$). The value of adjusted R square is .084. The results indicate that 8.4 % variances in consumers' attitude toward the product placement is explained by fit between the actor and the brand. The B value of fit between the actor and the brand is .243 which means that one-unit increase in fit between the actor and the brand leads to .243 increase in attitude toward the product placement.

Table 26: Regression results related to effect of attitude toward the TV-series on attitude toward the product placement.

Variables	B	Std. Error	Beta
Aseries	.349	.043	.267
Constant	2.281	.204	

R Square= .071; Adjusted R Square= .070; F (1,858) = 65.869; $p < .05$

In the fifth regression analysis, the results which related to attitude toward the product placement and attitude toward the TV-series are statistically significant (F (1,858) = 65.869; $p < .05$). The value of adjusted R square is .070. The results indicate that 7 % variances in consumers' attitude toward the product placement is explained by attitude toward the TV-series. The B value of attitude toward TV-series is .349 which means that one-unit increase in attitude toward the TV-series leads to .349 increase in attitude toward the product placement.

Table 27: Regression results related to effect of attitude toward the product placement on attitude toward the brand.

Variables	B	Std. Error	Beta
App	.299	.031	.317
Constant	2.990	.123	

R Square= .100; Adjusted R Square= .099; F (1,858) = 95.633; $p < .05$

The results which related to attitude toward the product placement and attitude toward the brand are statistically significant (F (1,858) = 95.633; $p < .05$). The value of adjusted R square is .099. The results indicate that 9.9 % variances in consumers' attitude toward the brand is explained by attitude toward the product placement. The B value of attitude toward the product placement is .299 which

means that one-unit increase in attitude toward the product placement to .299 increase in attitude toward the brand.

- **Mediation analysis for subtle product placement**

Mediation analysis conducted for testing H₇. To analyze mediation effect was benefitted from Baron and Kenny's (1986) approach. According to Baron and Kenny (1986), regression models is used to conduct mediation analysis. The regression models are fitted in four steps, in every single step the significance of the coefficients is examined. To illustrate the steps, take three variables, X, Y and M. Where X is the covariate of interest, Y is the outcome and M is the potential mediating variable. According to this approach, the relationship between X and Y, X and M, M and Y should be statistically significant. Finally, the relationship between X and Y is analyze when M is mediation ($X \longrightarrow M \longrightarrow Y$). After the last step is X no longer significant when M is controlled, the finding supports "full mediation". If X is still significant the findings supports "partial mediation" (Baron, Kenny, 1986:1176).

In table 28, the results of mediation effect of attitude toward the TV-series between attitude toward the character and the attitude toward the product placement are demonstrate. As seen Table 28, Beta decrease from .404 to .321 and the relationship between attitude toward the character and attitude toward the product placement is still significant after the mediation effect of attitude toward the TV-series. As a result, thanks to attitude toward the character is still significant and beta decrease after mediation effect of attitude toward the TV-series, the finding supports partial mediation.

Table 28: Testing for mediation effect (subtle product placement).

Independent variable	Dependent Variable	Beta of Achar	t- value of Achar	P
Achar	App	.404	9.834	.000
Achar, Aseries	App	.321	5.811	.000

- **Prominent Product Placement**

Table 29: Summary of the Hypotheses Testing Results for Prominent Product Placement.

Hypotheses	Accept/ Reject
H₁: Attitude toward the Product Placement has a positive influence on attitude toward the brand.	Accepted
H₂: The perceived fit of the actor with the brand has a positive influence on attitude toward the Product Placement.	Accepted
H₃: Attitude toward the actor has a positive influence on attitude toward the character.	Accepted
H₄: Attitude toward the character has a positive influence on attitude toward the TV-series.	Accepted
H₅: Attitude toward the character has a positive influence on Attitude toward the Product Placement.	Accepted
H₆: Attitude toward the TV-series has a positive influence on attitude toward the Product Placement.	Accepted
H₇: Attitude toward the TV-series has a mediation effect between attitude toward the character and attitude toward the product placement.	Accepted

- **Subtle Product Placement**

Table 30: Summary of Hypotheses Testing Results for Subtle Product Placement.

Hypotheses	Accept/ Reject
H₁: Attitude toward the Product Placement has a positive influence on attitude toward the brand.	Accepted
H₂: The perceived Fit of the actor with the brand has a positive influence on attitude toward the brand.	Accepted
H₃: Attitude toward the actor has a positive influence on attitude toward the character.	Accepted
H₄: Attitude toward the character has a positive influence on attitude toward the TV-series.	Accepted
H₅: Attitude toward the character has a positive influence on attitude toward the Product Placement.	Accepted
H₆: Attitude toward the TV-series has a positive effect on attitude toward the Product Placement.	Accepted
H₇: Attitude toward the TV-series has a mediation effect between attitude toward the character and attitude toward the product placement.	Accepted

CONCLUSION

With the developing technology and changing life styles, product placement became vital for marketers. Nowadays, watching television is not popular as much as it was in the past. At the same time there are plenty number of TV channels and it makes it harder to reach target consumers via conventional advertisement. Product placement is like a lifeguard in terms of marketers because of these reasons. Today, consumers watch TV-series or movies online, significant amount of people have Netflix, they also play video games, they watch music video clips, they use social media and read magazines etc. in their free times. Thanks for internet any of them is achievable for individuals from all around the world and product placement can be

implemented all in these channels. Therefore, product placement provides great opportunities to marketers in terms of reaching target consumer and compete with competitors.

Attitude has a great effect on behavior so it is significant for marketers. Positive attitude towards the product could turn to purchasing behavior. Individual's feelings and knowledges effect the individual's reaction toward an object (Evans et. al., 2010: 107). Product placement is a great way for creating consumer attitude toward the product.

According to Homer (2009: 28), repeating number of product placement and type of the product placement has an importance. While subtle product placement positively effects attitude toward brand, prominent product placement effects negatively consumers' attitude toward the brand. In addition, as repeating number of product placement increase, negative effect on consumers' attitude toward brand increase, too. Thus, choosing right type of product placement has a great effect on creating attitude.

In the study of Gupta and Gould (1997), results demonstrate that generally consumers have positive attitude towards product placement. However, some products such as alcohol, guns and cigarettes are less acceptable by consumers because ethical issues (Gupta, Gould, 1997: 42).

According to Delorme and Reid (1999), subtle product placement is considered as realistic by consumers and establish positive attitude toward the brand.

Russell (2006) suggests that when the character and the brand are well matched, product placement effects attitude toward the brand positively.

This thesis is conducted through a model which is previously applied in a study (Balasubramanian, Patwardhan, Pillai, Coker, 2014). As different from the previous study, in this study two different product placement types are compared. When all conditions, actor, TV-series, brand, are kept the same, the effects of product placement on attitude toward brand is examined.

The findings surprisingly show that not only subtle product placement but also prominent product placement have a positive effect on consumer attitude toward the brand. According to Homer (2009), Delorme and Reid (1999), whereas

prominent product placement has a negative effect on attitude toward the brand, subtle product placement has a positive effect on attitude toward the brand.

According to findings of this thesis;

- When consumers have a positive attitude toward to the actor, this situation triggers the positive attitude toward the brand in terms of both product placement types; prominent product placement and subtle product placement.
- The findings of both surveys show that attitude toward the character is positive and attitude toward the character has positive effects on attitude toward the brand.
- Consumers attitude toward “Friends” is positive and attitude toward the TV-series has a positive effect on attitude toward brand.
- When consumer opinions attitude toward the product placement is positive, consumers attitude toward the brand is affected positively, too. The findings of both questionnaires show that consumers like the product placement examples. However, prominent product placement more liked than subtle product placement example. Thus, this finding demonstrates that when consumer like the actor, character and TV-series, prominent product placement could be more effective.
- The findings of both questionnaires demonstrate that the fit between actor and brand is high. Nevertheless, attitude toward the fit between actor and brand in terms of prominent product placement is more positive rather than subtle product placement. Also, attitude toward fit between actor and brand has a positive effect on attitude toward brand.

All findings show that both subtle product placement and prominent product placement have positive effects on attitude toward brand.

EXECUTIVE SUMMARY

The aim of this study is to analyze the effects of prominent product placement and subtle product placement on consumers' attitude when the other conditions of product placement are kept the same. Friends is chosen as TV-series, Toblerone is chosen as a brand since it is well known brand and also not only placed prominently but also placed subtly in Friends. Data were collected via two different surveys. The number of participants for prominent product placement survey is 1177, for subtle product placement survey is 859. The data is analyzed through regression analyses.

According to findings, both product placement types subtle product placement and prominent product placement have a positive effect on consumer attitude toward the brand.

Managers can prefer prominent product placement when attitude toward the actor, attitude toward the character and attitude toward the TV-series and fit between the actor and the brand are positive. Even if there is not a big difference between prominent product placement and subtle product placement, as consumers have positive attitude toward actor, character and TV-series, also like the fit between actor and the brand, consumers like prominent product placement more than subtle product placement.

Therefore, if managers want to establish positive attitude toward the brand, managers should be careful about not only the product placement type but also about the actor, character, TV-series and fit between actor and brand.

LIMITATIONS AND RECOMMENDATIONS FOR FURTHER RESEARCH

As in every study, there are some limitations in this study, too. One of these limitations is selection of product placement examples from the series, Friends. The other limitation of this study is the exhibition of product placement examples with photographs only. The reason of this limitation is the online questionnaire which had to be used due to shutdowns during COVID-19 pandemic.

The results might be different for other products so this research cannot be valid for the other products such as, car or technological devices.

In further research, researchers can analyze different TV- series with showing videos rather than using photographs to show product placement examples. Also, different kind of product can be chosen in further research.



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APPENDICES



Appendix 1: Questionnaire of Prominent Product Placement

This questionnaire for statistical application part of my master thesis at the Department of the Business Administration at Dokuz Eylül University, Institute of Social Sciences. This questionnaire is only for people who have watched the series "Friends" even if partially. All the information you provide will be kept strictly confidential and will only be used for academic study. You do not need to provide your name and surname. In order for us to obtain reliable scientific data, I ask you to read all the questions carefully and answer them correctly, and thank you for your contribution to my thesis.

Seren YILMAZ (Dokuz Eylül University – Graduate Student)

Assist. Prof. Dr. Sümeyra DUMAN (Dokuz Eylül University – Supervisor)

*Please only mark only one item

1. Gender : ☐ Female ☐ Male

2. Age : ☐ 17 and below ☐ 18-23
☐ 24-29 ☐ 30 and above

3. Educational Level: ☐ Primary school graduate
☐ Secondary school graduate
☐ High school graduate
☐ University student
☐ University graduate
☐ Other

4. Occupation : ☐ Officer
☐ Private sector
☐ Running own business
☐ Not working
☐ Other

5. Average monthly Income of your household

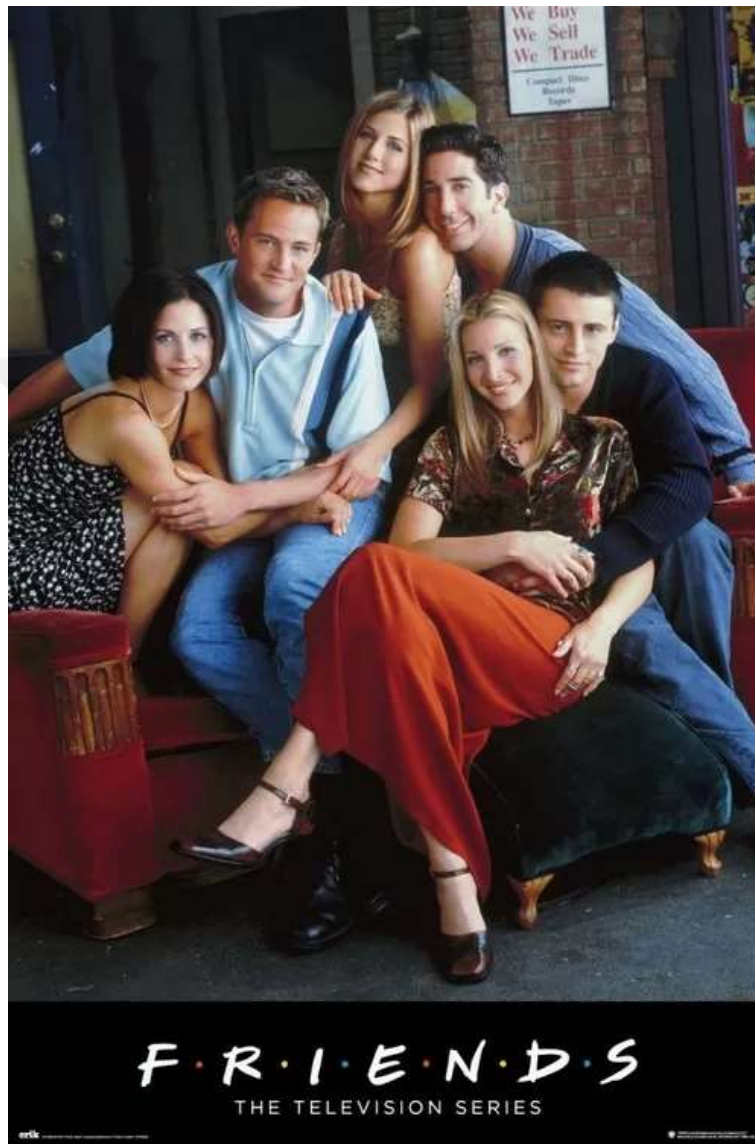
- ☐ 1999 and less
- ☐ 2000-2999
- ☐ 3000-3999
- ☐ 4000-4999
- ☐ 5000 and more

6. Frequency of watching movies and series

- ☐ Less than 1 hour a day
- ☐ 1-3 hours a day
- ☐ More than 3 hours a day

☐ Other

F.R.I.E.N.D.S.



7. Do you know the famous TV series “Friends”?

☐Yes ☐No

TOBLERONE



8. Do you know “Toblerone” chocolate brand?

☐ Yes ☐ No

Joey eagerly eats huge Toblerone bar which his friend brought from the airport where he went to say goodbye to his girlfriend (Season 4, episode 18).



Eating huge Toblerone bar is not enough for this keen-set Italian. When he heard that his friend will go to London for his love, Joey asked that if he was going to airport could he bring him that Toblerone bar? (Season 4, episode 18).



When Joey's friend is in London, his friend's girlfriend comes back to New York with huge Toblerone bar in her bag. Joey cannot stop staring that Toblerone (Season 4, episode 18).



While everyone in the house is trying to do something for the lovers trying to meet each other, Joey's mind is in chocolate (Toblerone) and eventually he cannot control himself and asks for chocolate. When he got what he wanted, he was very happy. (Season 4, episode 18).



Please rate the actor associated with the placed brand.

(Please mark only one item.)

	1	2	3	4	5	
Unattractive						Attractive
Not Classy						Classy
Ugly						Handsome
Plain						Elegant
Not Sexy						Sexy
Undependable						Dependable
Dishonest						Honest
Unreliable						Reliable
Insincere						Sincere
Untrustworthy						Trustworthy
Not an Expert						Expert
Inexperienced						Experienced
Unknowledgeable						Knowledgeably
Unqualified						Qualified
Unskilled						Skilled

Please evaluate the character role of the actor associated with the placed brand.
(Please mark only one item.)

	1	2	3	4	5	
Undesirable						Desirable
Weak						Strong
Fails to impress						Makes a strong impression
Mediocre work of actor						Best work of the actor
Poorly reflects persona of actor						Fully reflects persona of actor

Please evaluate the TV series (Friends).
(Please mark only one item.)

	1	2	3	4	5	
A poor TV series						A good TV series
I would not strive to watch this TV series						I would strive to watch this TV series
I would not recommend this TV series						I would not recommend this TV series
This TV series that does not interest me						This TV series that interest me

Please rate the scene where the placed brand appeared.

(Please mark only one item.)

	1	2	3	4	5	
Bad						Good
Dislike						Like
Irritating						Not irritating
Uninteresting						Interesting

Please rate your feelings about the placed brand in the scene you saw

(Please mark only one item.)

	1	2	3	4	5	
Bad						Good
Dislike very much						Like very much
Unpleasant						Pleasant
Poor quality						High quality

Please assess the relationship of the placed brand with the actor in the TV series
(Toblerone & Matt LeBlanc).

(Please mark only one item.)

	Strongly Disagree				Strongly Agree
The brand's image matches well with the image of the actor.	1	2	3	4	5
The pairing of the actor with the brand seemed natural and perfect.	1	2	3	4	5

Please assess the relationship of the placed brand with the character in the placement (Toblerone & Joey Tribbiani).

(Please mark only one item.)

	Strongly Disagree				Strongly Agree
The brand's image matches well with this character.	1	2	3	4	5
The pairing of this character with the brand seemed natural and perfect.					

Please assess the relationship of the placed brand with the TV series (Friends & Toblerone).

(Please mark only one item.)

	Strongly Disagree				Strongly Agree
The brand's portrayal adds meaning to the TV series' history.	1	2	3	4	5
The placed brand adds rich context to the TV series.					
The product placement is meaningful to the TV series					
The product placement adds realism to the TV series.					
The placed brand is very appropriate for the TV series' story.					

Appendix 2: Subtle product placement questionnaire

This questionnaire for statistical application part of my master thesis at the Department of the Business Administration at Dokuz Eylül University, Institute of Social Sciences. This questionnaire is only for people who have watched the series "Friends" even if partially. All the information you provide will be kept strictly confidential and will only be used for academic study. You do not need to provide your name and surname. In order for us to obtain reliable scientific data, I ask you to read all the questions carefully and answer them correctly, and thank you for your contribution to my thesis.

Seren YILMAZ (Dokuz Eylül University – Graduate Student)

Assist. Prof. Dr. Sümeyra DUMAN (Dokuz Eylül University – Supervisor)

*Please only mark only one item

1. Gender : ☐ Female ☐ Male

2. Age : ☐ 17 and below
☐ 18-23
☐ 24-29
☐ 30 and above

3. Educational Level:

- ☐ Primary school graduate
- ☐ Secondary school graduate
- ☐ High school graduate
- ☐ University student
- ☐ University graduate
- ☐ Other

4. Occupation :

- ☐ Officer
- ☐ Private sector
- ☐ Running own business
- ☐ Not working
- ☐ Other

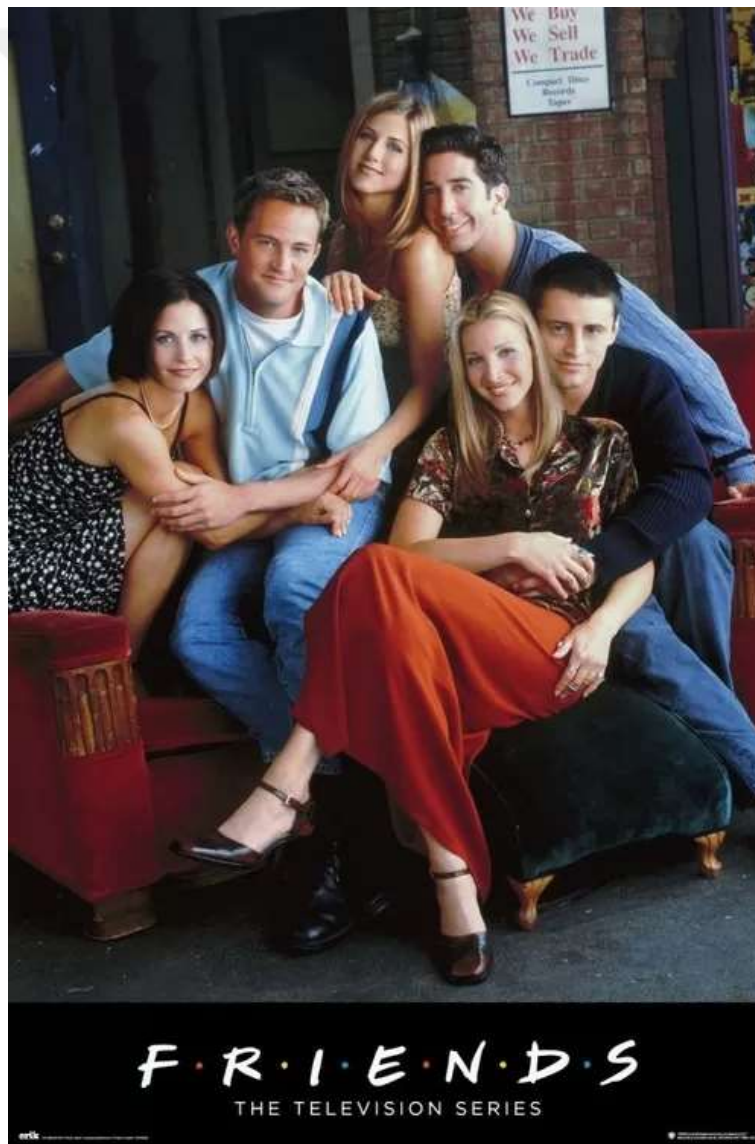
5. Average monthly income your household:

- ☐ 1999 and less
- ☐ 2000-2999
- ☐ 3000-3999
- ☐ 4000-4999
- ☐ 5000 and more

6. Frequency of watching movies and series

- ☐ Less than 1 hour a day
- ☐ 1-3 hours a day
- ☐ More than 3 hours a day
- ☐ Other

F.R.I.E.N.D.S.



7. Do you know the famous TV series “Friends”?

☐ Yes ☐ No

TOBLERONE



8. Do you know “Toblerone” chocolate brand?

☐ Yes ☐ No

In the 8th season of the world-famous Friends series, Toblerone brand chocolate was frequently seen in Joey's kitchen.



In season 8 episode 4, Joey tries not to laugh at what his friend says, and Toblerone which is on the shelf takes its place on the scene as he escapes from the apartment.



In season 8 episode 5, while Joey is drinking beer and eating pizza with his friend, Toblerone is seen at its usual spot.



In season 8 episode 5, Joey returns home from the shootings and gives good news to his friend. At that time, Toblerone is on the shelf as usual.



Please rate the actor associated with the placed brand.

(Please mark only one item.)

	1	2	3	4	5	
Unattractive						Attractive
Not Classy						Classy
Ugly						Handsome
Plain						Elegant
Not Sexy						Sexy
Undependable						Dependable
Dishonest						Honest
Unreliable						Reliable
Insincere						Sincere
Untrustworthy						Trustworthy
Not an Expert						Expert
Inexperienced						Experienced
Unknowledgeable						Knowledgeably
Unqualified						Qualified
Unskilled						Skilled

Please evaluate the character role of the actor associated with the placed brand.
(Please mark only one item.)

	1	2	3	4	5	
Undesirable						Desirable
Weak						Strong
Fails to impress						Makes a strong impression
Mediocre work of actor						Best work of the actor
Poorly reflects persona of actor						Fully reflects persona of actor

Please evaluate the TV series (Friends).
(Please mark only one item.)

	1	2	3	4	5	
A poor TV series						A good TV series
I would not strive to watch this TV series						I would strive to watch this TV series
I would not recommend this TV series						I would not recommend this TV series
This TV series that does not interest me						This TV series that interest me

Please rate the scene where the placed brand appeared.

(Please mark only one item.)

	1	2	3	4	5	
Bad						Good
Dislike						Like
Irritating						Not irritating
Uninteresting						Interesting

Please rate your feelings about the placed brand in the scene you saw

(Please mark only one item.)

	1	2	3	4	5	
Bad						Good
Dislike very much						Like very much
Unpleasant						Pleasant
Poor quality						High quality

Please assess the relationship of the placed brand with the actor in the TV series (Toblerone & Matt LeBlanc).

(Please mark only one item.)

	Strongly Disagree				Strongly Agree
The brand's image matches well with the image of the actor.	1	2	3	4	5
The pairing of the actor with the brand seemed natural and perfect.	1	2	3	4	5

Please assess the relationship of the placed brand with the character in the placement (Toblerone & Joey Tribbiani).

(Please mark only one item.)

	Strongly Disagree				Strongly Agree
The brand's image matches well with this character.	1	2	3	4	5
The pairing of this character with the brand seemed natural and perfect.					

Please assess the relationship of the placed brand with the TV series (Friends & Toblerone).

(Please mark only one item.)

	Strongly Disagree				Strongly Agree
The brand's portrayal adds meaning to the TV series' history.	1	2	3	4	5
The placed brand adds rich context to the TV series.					
The product placement is meaningful to the TV series					
The product placement adds realism to the TV series.					
The placed brand is very appropriate for the TV series' story.					