

**THE IMPACT OF PRODUCT PLACEMENT ON CONSUMER INVOLVEMENT IN  
THE SOUTH AFRICAN AUTOMOTIVE INDUSTRY**

By

‘Mapaseka Susan Ntsike (2012160467)

A thesis submitted to the faculty of Economic and Management Sciences, in fulfilment of the  
requirements for the degree of Masters in Business Management

at the

**University of the Free State**

**Bloemfontein**

Study leader: Dr J Van Zyl

**January, 2016**

## Abstract

This study contributes to the effectiveness of product placement as a marketing communications strategy responsible for consumer involvement with the product. In today's communication environment, marketers are experiencing difficulty in getting audiences to notice and respond to their products because of media clutter in the market. Other than that, the greatest challenge facing marketers is that television viewing of programs happens in the midst of other activities such as chatting on the phone, listening to music or reading a novel. Thus, it appears that communication certainty is at risk with traditional advertising options such as television. Television audiences multi-task by doing these other competitive activities while viewing programs in an attempt to avoid exposure to advertisements. However, where product placement media settings are concerned, active involvement on the part of the audience is expected. This is because product placement as the currently available option in marketing communication is executed in humorous settings that not only make the audiences enjoy the medium but also view products that appear within it with focused attention and in a positive light, leading to responses to the stimuli. The study therefore proposes that positive emotions and attention towards the programme/media will influence engagement with the programme, thereby also positively affecting placed product involvement.

On the other hand, limited research has been done investigating the impact of product placement on consumer involvement with the product. At the same time, there are many studies covering the concept of product placement in different media contexts, but to date, very few have explored the concept in the context of magazines, auto shows, Internet and shopping malls with regard to cars. These media settings require different levels of emotions, attention, and involvement depending on technique and style. Therefore, the media that has the highest impact on consumer involvement was demonstrated in the quantitative analysis section of this study while the qualitative section gave an overview of which media is highly engaging from the managers of the car companies. The questionnaire was designed in such a way that respondents confirmed their responses towards the programme and the placed product with a specific number. The model in this study was analysed using path analysis from the AMOS software program and programme involvement was found to have a substantial influence on placed product involvement. The data collected in this study is from the Bloemfontein area of the Free State province and it represents South Africa in general.

Data was collected using a self-administered questionnaire and an interview guide. The study further went on to highlight the benefits of product placement and the types of involvement which it brings about.

# *DECLARATION*

---

I, ‘Mapaseka Ntsike, declare that this thesis, titled The impact of product placement on consumer involvement in the automotive industry, is my own individual work. The thesis is submitted in partial fulfilment of the requirements for the degree of Masters in Business Management at the University of Free State and has not been published by any other individual researcher in other universities. I further declare that I consulted secondary sources of information and indicated by way of accurate references.

.....

Date

.....

‘Mapaseka Ntsike

# *ACKNOWLEDGEMENTS*

---

My sincere gratitude goes out to God for who I believe we are by his grace. To my beloved family: my mother and siblings for their invaluable support and sacrifices to the successful completion of this study, I truly could not have made it without you.

I wish to thank my study leader, Dr Johan Van Zyl. As a novice researcher I felt that you gave insightful and encouraging comments to my work which motivated me to think critically and believe in myself.

To all the research participants in this study: sales managers and customers in the Bloemfontein automotive industry: Your time and effort in providing answers to questions made this study reliable and successful. You all taught me a lot about how we cannot underestimate the importance of others in our everyday life.

I would also like to thank my statistician, Anesu Ruswa: Your assistance in making sure that the results of this research report would make sense to readers showed me your passion for numbers and your desire to help others as well.

Moreover, I wish to thank the language editor of this thesis, Mrs Combrink: Your invested time making sure this research is legible was admirable.

Lastly, I would be indebted for life if I did not thank my good friends: Nardos Teklu, Benyam Akalu, Stanley Kioko and Nkopane Miya whose presence at school and words of encouragement were reassuring that I would complete this study successfully. Thank you!

## TABLE OF CONTENTS

Abstract.....	I
Declaration.....	III
Acknowledgements.....	IV
Chapter 1: Introduction .....	1
1.1 Introduction .....	1
1.2 Background .....	2
1.3 Problem statement/research problem .....	5
1.4 Research objectives .....	6
1.4.1 Primary objective .....	6
1.4.2 Secondary objectives .....	6
1.5 Theoretical study .....	6
1.6 Significance of the research .....	8
1.7 Methodology.....	8
1.7.1 Research design.....	8
1.7.2 Target population.....	9
1.7.3 Sampling Method and sample size .....	9
1.7.4 Methods of data collection .....	10
1.7.5 Ethical considerations of the study.....	10
1.7.6 Data analysis .....	11
1.8 Limitations of the research .....	11
1.9 Layout of chapters .....	11
1.10 Summary .....	12
Chapter 2: Literature review on product placement .....	13
2.1 Introduction .....	13
2.2 Product placement history.....	14
2.2.1 Background on product placement .....	14
2.2.2 Different definitions of product placement.....	16
2.2.3 Different terms of product placement.....	17
2.2.4 Why product placement is successful today.....	18
2.3 Benefits of product placement .....	20
2.4 Shortcomings of product placement .....	22

2.5 Forms of product placement .....	24
2.6 Overview of product placement in South Africa.....	26
2.6.1 Introduction .....	26
2.6.2 Background of product placement in South Africa.....	26
2.6.3 Product placement mediums used in South Africa.....	28
2.6.4 What motor companies do for product placement in South Africa .....	34
2.6.5 Product placement agencies in South-Africa.....	39
2.6.6 Customer’s and consultants view about product placement in South-Africa .....	41
2.6.7 Ethical considerations of product placement in South-Africa .....	43
2.7 Conclusion.....	44
Chapter 3: The marketing communication process and product placement .....	45
3.1 Introduction .....	45
3.2 Marketing Communication .....	46
3.2.1 The mission of marketing communication .....	47
3.2.2 Marketing communication objectives .....	47
3.2.3 Barriers to Marketing communication.....	49
3.3 How marketing communication works.....	49
3.4 The marketing communication process.....	51
3.5 The role of product placement in the Marketing communication Process.....	53
3.6 The Marketing Mix.....	57
3.7 The marketing communication mix/promotional mix.....	58
3.7.1 Sales promotion .....	58
3.7.2 Personal selling .....	58
3.7.3 Advertising .....	59
3.7.4 Direct marketing .....	60
3.7.5 Public relations and Publicity.....	61
3.7.6 Sponsorship (Events and experiences) .....	61
3.7.7 Social media and Interactive Marketing .....	62
3.7.8 The role of product placement in the promotional mix .....	62
3.8 Consumer involvement.....	69
3.8.1 Introduction .....	69
3.9 Theory on consumer involvement.....	70
3.9.1 Objects of consumer involvement.....	70
3.9.2 Degree of intensity and level of persistence of consumer involvement .....	71

3.9. 3 Factors influencing the level of consumer involvement .....	74
3.9. 4 Types of consumer involvement.....	76
3.10 The relationship between product placement and consumer involvement .....	77
3.10.1 Emotions and attention towards the programme.....	77
3.10.2 Involvement towards the programme.....	77
3.10.3 Involvement towards the placed product .....	78
3.11 Psychological processes and product placement .....	80
3.12 The level of consumer involvement placed on a car as a result of product placement.....	80
3.13 Conclusion.....	81
Chapter 4: Methodology.....	82
4.1 Introduction .....	82
4.1.1 Purpose of research .....	82
4.1.2 Type of research: Basic research vs. Applied research .....	82
4.1.3 Type of approach: Deductive vs. Inductive research .....	83
4.1.4 Research paradigm .....	83
4.2 Research design .....	84
4.3 Sample selection .....	84
4.3.1 Target population.....	84
4.3.2 Sampling Method and Sample size .....	85
4.4 Methods of data collection .....	85
4.4.1 Data collection techniques.....	87
4.5 Data analysis .....	89
4.6 Limitations of the study .....	90
4.7 Hypothesis.....	91
4. 8 Structural equation modelling .....	91
4.8.1 Operationalisation of Structural equation modelling.....	92
4.9 Conclusion.....	93
Chapter 5: Interpretation and presentation of research findings .....	94
5.1 Introduction .....	94
5.2 Demographics of respondents.....	94
5.2.1 Descriptive statistics .....	95
5.3 Measures of central tendency for the constructs.....	100
5.4 Item Reliability Analysis (IRA) .....	102
5.5 Measurement model .....	103



5.6 Multivariate outlier’s assessment.....	107
5.7 Statistical fit .....	107
5.7.1 Internet findings.....	108
5.7.2 Auto show findings .....	112
5.7.3 Magazine findings .....	116
5.7.4 Shopping mall findings.....	120
5.8 Hypothesis findings .....	123
5.9 General characteristics of the respondents.....	128
5.10 Qualitative findings .....	132
5.11 Summary of findings .....	138
5.12 Conclusion.....	139
Chapter 6: Conclusions and recommendations.....	141
6.1 Theoretical conclusions.....	141
6.1.1 Empirical findings.....	142
6.2 Recommendations .....	146
6.2.1 Recommendations to managers/marketers based on research findings.....	147
6.2.2 Recommendations for further research .....	154
6.3 Summary.....	155
References .....	157
Appendix A.....	174
Questionnaire .....	174
Appendix B .....	185
Interview guide .....	186
Appendix C .....	191
Variable summary/variable counts.....	191
Appendix D.....	192
Summary of outlier statistics .....	192
Internet - Observations farthest from the centroid (Mahalanobis distance).....	192
Auto show - Observations farthest from the centroid (Mahalanobis distance).....	194
Magazine - Observations farthest from the centroid (Mahalanobis distance) .....	196
Shopping mall - Observations farthest from the centroid (Mahalanobis distance) .....	198

## LIST OF TABLES

Table 3-1 Challenges faced by advertising agencies .....	60
Table 3-2 Differences between advertising and product placement .....	67
Table 5-1 Ethnicity of the respondents .....	97
Table 5-2 Car companies presented in the study .....	98
Table 5-3 Cross tabulation of gender and product placement tool .....	100
Table 5-4 Mean and standard deviation of the constructs .....	101
Table 5-5 Reliability test.....	102
Table 5-6 Assessment of normality (Total Sample) .....	105
Table 5-7 Parameter summary and regression weights/Maximum likelihood estimates .....	108
Table 5-8 Covariances between the exogenous variables.....	109
Table 5-9 Correlations between the exogenous variables.....	109
Table 5-10 Squared multiple correlations.....	110
Table 5-11 Parameter summary and regression weights/Maximum likelihood estimates ....	112
Table 5-12 Covariances between the exogenous variables.....	113
Table 5-13 Correlations between the exogenous variables.....	113
Table 5-14 Squared multiple correlations.....	113
Table 5-15 Parameter summary and regression weights/Maximum likelihood estimates ....	116
Table 5-16 Covariances between the exogenous variables.....	117
Table 5-17 Correlations between the exogenous variables.....	117
Table 5-18 Squared multiple correlations.....	117
Table 5-19 Parameter summary and regression weights/Maximum likelihood estimates ....	120
Table 5-20 Covariances between the exogenous variables.....	121
Table 5-21 Correlations between the exogenous variables.....	121
Table 5-22 Squared multiple correlations.....	121
Table 5-23 Correlation analysis for H1 .....	124
Table 5-24 Regression analysis for H2 .....	125
Table 5-25 Regression analysis for H3 .....	126
Table 5-26 Regression analysis for H4.....	127
Table 5-27 Respondents looking for a new car .....	129
Table 5-28 Customer response to a car brand's display in a programme.....	130
Table 5-29 Mean of the car features appropriate to discuss in a programme .....	131

## LIST OF FIGURES

Figure 2-1 Drivers of product placement and its impact on marketing communication .....	20
Figure 3-1 AIDA and the hierarchy of effects model .....	51
Figure 3-2 The marketing communication process model .....	51
Figure 3-3 Product placement in the marketing communication mix.....	68
Figure 3-4 The level of involvement in terms of brand loyalty .....	73
Figure 3-5 Consumer involvement with the product placed in programmes.....	79
Figure 4-1 The cycle of research .....	83
Figure 4-2 The conceptual model diagram .....	91
Figure 5-1 Gender of the respondents.....	95
Figure 5-2 Age group of the respondents .....	96
Figure 5-3 Monthly Gross Income-group of the respondents.....	96
Figure 5-4 Location of the respondents .....	97
Figure 5-5 Product placement tools .....	99
Figure 5-6 Path diagram of the placed product involvement specified on AMOS21.....	104
Figure 5-7 Internet standardised model .....	110
Figure 5-8 Internet unstandardised model .....	111
Figure 5-9 Auto show standardised model .....	114
Figure 5-10 Auto show unstandardised model .....	115
Figure 5-11 Magazine standardised model .....	118
Figure 5-12 Magazine unstandardised model .....	119
Figure 5-13 Shopping mall standardised model .....	122
Figure 5-14 Shopping mall unstandardised model .....	123
Figure 5-15 Search programmes for a new car .....	129
Figure 5-16 Degree of persistence towards a car displayed in a programme .....	131

## Chapter 1: Introduction

### 1.1 Introduction

According to Gutnik, Huang, Lin and Schmidt (2007:3), on the one end, reality is that there are dissonant passive viewers of television advertisement, leading to marketers having to reconsider their marketing strategies and use other ways of exposing their products. This is because customers nowadays find television advertisements irrelevant and distracting to them (Kiley, 2006:3). On the other end, advertisements are getting more expensive and marketers need to be more creative in exposing the product to the final consumer.

Given the abovementioned circumstances, there is a necessity for marketers to test the way of communication that is not saturated by advertising. Marketers need to search for some methods that will expose their products at an affordable cost. A method that is still not that well known, is product placement as a newer current advertising trend that can be explored by marketers (Homer, 2009:21).

“Product placement is a promotional tactic where a real commercial product is used in fictional or non-fictional media in order to increase consumer interest in the product” (Gutnik *et al.*, 2007:3). With product placement, marketers aim to gain prominent audience, exposure, visibility, attention and interest and as such it is viewed as a cost-effective approach to reach customers in a more effective way (Mackay, Ewing, Newton & Windisch, 2009:425).

On the other hand, product placement can take on various media, such as television, film, videogames, music videos, magazines, Internet and others (Stephen & Coote, 2005). This goes to show that product placement is not limited to certain mediums; it can take place in any media as long the media provides entertainment. However, it is important to note that films have been the most widely researched modes of product placement to date, with less focus attributed to other media (Lord & Gupta, 2010:189). Nevertheless, this study explores other programmes where product placement is effectively used, especially in the South African context. Amongst many others, such media include auto shows, shopping malls, magazines and the Internet.

An equally significant aspect of product placement is that it depends on the type of product. According to Exclusive PQ Media Research (2006), five product areas constitute most product placements, namely: transportation and parts, apparel and accessories, food and

beverages, travel and leisure, and media and entertainment. Besides that, everyday products such as restaurants, large electronics and gadgets, search engines, services offered by a company, detergents and many others are also used as product placement. Therefore, this study is about the automobile industry and the focus is specifically on cars for product placement.

In the final analysis, the ability of product placement to evoke consumer involvement with the product is very important to evaluate as it will highlight the position/media of product placement that elicits the desired consumer response to the product. That is, after viewing products in a placement media, consumers take the time and effort to search for such products. Surprisingly, amongst many studies carried out on product placement effectiveness, it has limitedly been addressed in the light of involvement it impacts on the consumer (Choi, 2007; Love, Voges & Pope, 2012; Mahyari, 2010; Kuhn, 2008; Kaijansinkko, 2001; & De Pelsmacker & Cauberghe, 2008). However, most studies (Gupta & Lord, 1998; d'Astous & Chartier, 2000; Law & Braun, 2000) carried out on the effectiveness of product placement looked into its impact on attitudes, brand evaluation, plot connection, purchase intentions, recognition and memory. Therefore, this research will attempt to fill this gap with application of the Multiple Resource Theory of Attention model and causal hypothesised relationships between variables to contribute to the body of knowledge on consumer behaviour.

## **1.2 Background**

Product placement initially started in 1896 on films and has its origins in the United States of America, hence American product placement markets are more advanced than other countries, and as such other countries desire the American model (Williams, Petrosky, Hernandez & Page, 2011:5). Today, however, product placement has a fast growing market in other countries, and is slowly picking up in South Africa which is also adopting to the promotional strategy. For example, Capitec bank and Pep stores have both been placed on SABC1's soapie, *Generations*, while Shoprite has been featured on e.tv's *Rhythm City* (Van der Westhuizen, 2012). It is interesting to note that product placement methods vary by country, depending on the cultures and regulations employed in a particular country.

According to Newell, Charles, Salmon and Chang (2006: 577), within advertising and public relations, product placement was first studied in the late 1980's and by then it was initially explained by Steertz (1987:22) as "the inclusion of traded merchandise, brand-name products,

or signage in a motion picture". Interestingly, Saladino (2008:101) highlights that product placement is not new, just that its relevance has grown tremendously in recent times. This is because advertisers have realised changes in viewer behaviour brought about by new technologies which allow consumers to tune out formal advertisements.

Furthermore, a consumer insight report by Ericsson Consumerlab (2013:3) revealed that 75% of TV audiences use mobile devices while watching TV. These mobile devices allow people to read their emails, browse the Internet and chat on social network sites, which are distractive to complete TV focus. On the other hand, other viewers perform tasks such as reading magazines/newspapers and eating while watching TV. As a result, consumers need to be induced to attend to the product being advertised by way of product placement so that they can elaborate upon it in their minds and decide to purchase it.

Taking the argument further, Manning-Schaffer (quoted by Saladino, 2008:101) adds that this paramount growth of product placement was realised from 1975 to 2005. Compensation for product placement had increased by 3.4% whereas 24% of these deals were conducted for free in 1975. Thus, it can be seen that product placement produced good results for the brand viewership and therefore it became more important such that companies came to seek compensation for it.

It is evident from the above analysis that product integration that demonstrates product usage in naturalistic settings provides greater reach than traditional advertising (Brennan & Babin, 2004:186). For instance, product placement has moved from movies to TV and radio programming, computer games, books, popular songs and stage plays (Hackley & Tiwsakul, 2006:2). Jin and Villegas (2007:245) further emphasise that product placement appears to be more acceptable to consumers because of its power to communicate positive messages in a non-commercial setting. That is, consumers view the product more positively when it is shown through entertainment media.

On the same note, it could also be said that the idea behind product placement is to present the product in real-life scenes so that audiences can accept the product and process information about it accordingly (Williams *et al*, 2011:7). Therefore, product placement is all about creating interest for products in natural settings so that customers can view them as relevant to their everyday lives.

Having considered that product placement is best carried out in natural settings, it is also reasonable to highlight that cars have the potential to be used as an influential product placement type. Product placement of cars by the motor industry is now recognised as an important feature in today's market especially in developing countries like South Africa.

To be able to understand how consumers in general behave when they are exposed to cars in a product placement medium, it is important to note that "product placement convinces people to take consumption related actions after viewing placements, such as seeking out information about a product or looking for it in the store" (de Gregorio & Sung, 2010:94). According to Hoyer, MacInnis and Pieters (2013:47), involvement is a concept from psychology. This means that, every consumer anywhere in the world experiences involvement to something they are exposed to as it is human behaviour. Hence, psychology explains involvement as the level of perceived personal importance and/or interest evoked by a stimulus within a specific situation (Guthrie & Kim, 2009:116). Nevertheless, there has been less analysis of the concept in relation to product placement and this is a huge gap in literature, because behavioural responses interact with consumer buying behaviour which would then prove product placement effectiveness in today's market.

On the other hand, historically, product placement used to be viewed as a supplemental direction to promote products, but today, a big shift is realised and that is the fact that product placement is now the leading aspect of marketing strategy (Saladino, 2008:101). Therefore, the contribution of product placement to marketing is inevitable as some of its main aims are to introduce new products and show how they are used. So, together with product placement, traditional marketing communication tools are now improved and stronger.

Fitch (2009:6) attests that product placement merits itself on inexpensiveness, ability to reach massive target audiences, and its unlikeliness to activate consumer senses that would make them view the product negatively, hence it is preferred by advertisers.

Whilst noting the compelling nature of product placement from the above paragraph, it is also important to observe that product placement adopts the idea that attention can be divided. That is, marketers integrate the product into entertainment media with the hope that while devoting their attentional resources to the media content, consumers will also notice the products and become involved with them. Thus, the programme association with the product elicits consumer involvement with the product. Consumers who are more involved with the

product become psychologically motivated and connected to it, thereby display behaviours such as information processing, information search and information transmission.

In brief, product placement in shopping malls, over the Internet, in magazines and auto shows will be viewed as an antecedent of consumer involvement with cars, and hence it will be observed to effect consumer behaviour.

### **1.3 Problem statement/research problem**

According to Hang and Auty (2011:65), in today's oversaturated and disorganised advertising landscape, it has become impossible for marketers to depend on traditional advertising alone to target consumers. Besides that, several studies by (Blonde & Roozen, 2006:2; Saladino, 2008:100; Fill & Jamieson, 2006:2 & Kiley, 2006:2) reveal that marketers are further challenged by the fact that consumers are enormously taking control of where and when they are exposed to stimuli.

In retrospect, there is still no evidence of whether or not traditional means of advertising will become obsolete, but it is important to explore other less saturated techniques. Product placement, as already indicated, is a method that can play an important new role in the communication process. However, there is little research (Choi, 2007; Love, Voges & Pope, 2012; Mahyari, 2010; Kuhn, 2008; Kajjansinkko, 2001; & De Pelsmacker & Cauberghe, 2008) done on the impact of product placement on consumer involvement as one of the conative nature outcomes. Therefore, whilst industries in South-Africa continue to practice product placement, it becomes important to research driving forces that influence placed product involvement in order to help marketers design appropriate strategies.

Based on the above analysis, this study looks at product placement in relation to involvement by using intermediary variables to understand the relationship between the two concepts. The intermediary variables of interest in this study include emotions towards the programme, attention towards the programme and programme involvement. According to McCarty (2003), it is possible to expect consumers to become involved with a product just by seeing it on the programme they are involved with. Therefore, this study examines intermediary variables that effect on placed product involvement. With that aspect in mind, McCarty (2004:49) notes that consumers become involved with a programme and in turn with the placed product when it has humour to satisfy their emotional needs. On the other hand, programme involvement exists in the light of attention towards the programme (Jin & Villegas,



2007:246). This means that, consumers become involved with a programme because they want to satisfy their emotional or entertainment needs. Hence, they become motivated to pay attention to the programme. In this way, consumers become involved with the placed product as well.

As earlier noted, marketers are looking for more cost effective approaches to reach customers effectively. Mackay *et al.* (2009:425) highlights that product placement is one such approach. Hence, it is important for marketers to know and understand intermediary variables in this study to close the gap in literature between product placement and involvement.

## **1.4 Research objectives**

### **1.4.1 Primary objective**

The primary objective of this study is to determine the impact of product placement on consumer involvement with automobiles in the South African automotive industry.

### **1.4.2 Secondary objectives**

The primary objective will be reached by the following secondary objectives:

- To determine the role of product placement in the marketing communication process.
- To highlight the benefits of product placement for the brand.
- To highlight the different placement strategies.
- To determine the relationship between customer emotions, attention, and programme involvement towards product involvement.
- To identify the effect of product placement on consumer behaviour.
- To examine the types of involvement engaged with product placement.
- To make practical recommendations to marketers about product placement strategies for a higher impact.

## **1.5 Theoretical study**

Getting consumers engaged with product placements can be a challenging task because consumers have the ability to avoid or resist what they do not want to be exposed to (selective exposure). Therefore, in this study product placement determines the personal relationship between the consumer and the product in media content by using the multiple resource theory of attention. According to Wickens (in Gangadharbatla, 2006:53) the theory proposes that two activities can be performed at the same time. The author goes on to state

that the activities are in the form of primary and secondary tasks. Thus, the theory uses attentional resources to perform those tasks. These attentional resources are said to enable consumers to carry out more than one task at a time that requires attention without distraction.

Based on the above analysis, when consumers view a programme, they are concerned with deriving entertainment from that programme and nothing else and that makes programme content the primary task. However, there are secondary messages in the form of products integrated within content that customers observe, but which are not really the basis of the content. Thus, Wickens (in Gangadharbatla, 2006:53) posits that secondary messages are able to be processed as well because consumers have multiple attentional resources. Despite that, Lavie (quoted by Gangadharbatla, 2006:49) uses the perceptual load theory to clarify that “spare capacity beyond that taken by primary task is automatically allocated to irrelevant stimuli”.

Since attention can be divided, the propositions investigated in this study are explained by the multiple resource theory of attention. The relationships proposed in the model are:

- Consumers’ positive emotions towards the programme have an influence on their attention towards the programme and vice versa.
- Consumers’ positive attention towards the programme has an influence on their involvement towards the programme.
- Consumers’ positive emotions towards the programme has an influence on their involvement towards the programme.
- Consumers’ positive involvement towards the programme and the strength of programme association with the product has an influence on their involvement towards the placed product.

Whilst considering the propositions, it is important to note that the primary task in product placement is the activity/event within the programme, while the secondary task is the products featured in that programme. Therefore, attention is allocated in different quantities between the activity in the programme and the product placed within the programme. In that sense, what differs is the amount of time consumers spend allocating to each task, given that each task needs separate attention. For instance, consumers hardly escape noticing product pop-ups as they are doing their Internet searches, meaning that the Internet search is the primary task while the pop-up is the secondary task. This means that while paying attention

towards the activity in the programme and being involved with the programme in the process, consumers will also notice products and become involved with them, depending on how personally relevant they are to them. Thus, the multiple resource theory of attention guides the model developed in this study.

## **1.6 Significance of the research**

Research on segments of product placement is very important as its findings will have many fruitful implications for marketers in the advertising process. The extent to which consumers can become involved with products as a result of product placement will be uncovered. Establishing the type of involvement consumers place on product placement will help marketers understand the factors that lead to the purchase of products.

Furthermore, findings from this study will enable marketers to find more concrete ways of differentiating themselves and securing competitive advantage by practising product placement. The benefit of product placement as an effective communication tool in today's market will be reinforced and will contribute to the body of knowledge about other ways of providing exposure to target customers besides traditional means of advertising. The study will contribute to academic literature by highlighting the new approach and conceptual model to measure whether product placement is worthwhile in today's advertising landscape.

## **1.7 Methodology**

The method that was used in this study to collect data and analyse it is briefly outlined in this section. (A detailed description of this section is further discussed in chapter 4).

### **1.7.1 Research design**

There are two types of research design namely quantitative and qualitative research. Thus, mixed approach was used for this study as well as the review of the literature on the topic area of interest. Qualitative research was used to get sales managers' opinions in order to develop more understanding on the nature of the topic from the industry perspective.

According to Quinlan (2011:308), quantitative methodology involves the gathering of data in numeric format and the researcher is generally in search of objective reality. That is, objective reality is information based on facts and not necessarily information on people's subjective/biased feelings. Quantitative research was mostly used in this study because the sample was large and information gathered would be adequately represented. Besides that, quantitative methodology fits the purpose of the study by following directly from the research

topic which, in this case, was clearly defined, easy to understand and could be measured quantitatively. Therefore, respondents were given factual statements to respond to.

Overall, by using mixed approach in this study, both designs complemented each other and ensured that complete data was obtained.

### **1.7.2 Target population**

According to Quinlan (2011:143), target population is every person or every entity which can provide information in relation to the study. For the purpose of this study, employed people in Bloemfontein who bought cars from 2013 to 2015 constituted the population of the study as they would best be represented in the study and as the environment was easily accessible to the researcher. The retail motor industry's marketing and sales managers in Bloemfontein were also targeted to provide insightful information on the success of product placement to the motor industry sales.

### **1.7.3 Sampling Method and sample size**

There are two types of sampling techniques: Probability and non-Probability sampling. According to Quinlan (2011:213), probability sampling selects the sample from the population in a representative manner. That is, each member of the population stands an equal opportunity for inclusion into the study. Probability sampling is possible when the researcher is able to locate the entire population (Brink *et al.*, 2012:139).

In contrast, according to Wegner (2012:154) with non-probability sampling, not every member of the target population has a chance of being selected for the sample. "It allows the study of populations when they are not amenable to probability sampling or when the researcher is unable to locate the entire population" (Brink *et al.*, 2012:139).

In this study, non-probability sampling approach was used because the researcher was specifically concerned with employed customers who bought cars from 2013 to 2015 and marketing and sales managers who were knowledgeable on the topic area of interest. To collect data from the large sample of customers, the researcher made use of available participants at the time for quick data collection. The sample was selected using a convenience sampling technique. According to Quinlan (2011:214), with convenience sampling, the researcher would include people who are available for the research. The researcher knows how many people to include in the sample, then goes on to involve those people in the research until the sample size has been reached.

Wimmer and Dominick (2006:102) recommend that the larger the sample size the better the results. Therefore, the sample size for this study was targeted at 300 respondents and therefore 300 questionnaires were distributed to different participants who bought cars from 2013 to 2015.

Furthermore, with regard to collecting data from the marketing and sales managers of the four automobile retailers the researcher used purposive sampling. This sampling type was useful because the sample size was small and pre-targeted at specific participants who were knowledgeable on the topic area of interest.

#### **1.7.4 Methods of data collection**

Data was collected using primary and secondary sources and the collection approaches for primary research were a survey and an interview. Some of the secondary sources of data that were used in this study included amongst others textbooks, publications and journal articles that related to the subject area of interest. Survey research is involved with participants in order to examine a common objective reality that they all go through and it is important in assisting the study of big populations (Quinlan, 2011:103). Therefore, a survey was suitable for this study because the researcher's population was large, comprising the employed customers.

The automotive companies of interest in this research were Toyota, Volkswagen, General Motors and Ford. Therefore, the researcher collected primary data by personally administering the questionnaire constructed and tested in the pilot study in these retailer surroundings.

Conversely, primary data was also collected through in-depth one on-one interviews with the marketing and sales managers of the four retail motor companies in Bloemfontein in order to get a detailed idea of the effectiveness of automobile product placement from the South African perspective. According to Quinlan (2011:289), interviews are best used when the researcher can select specific participants with regard to the phenomenon under examination.

#### **1.7.5 Ethical considerations of the study**

Quinlan (2011:69) indicates that ethics is the process of reasoning in terms of the right thing to do. Therefore, before filling in the questionnaire, the researcher explained the study and its purpose to research participants and why it was important for them to participate. Ethical considerations were guaranteed to the respondents by specifically stating assurance of

anonymity and confidentiality of the responses, as well as the significant contribution of their participation to the performance of the researcher.

#### **1.7.6 Data analysis**

Data was analysed both qualitatively and quantitatively. Quantitative data processing involved the use of basic statistical procedures, such as descriptive and inferential statistics. On the other hand, to test all relationships between constructs, the researcher made use of structural equation modelling with AMOS. Such statistics include analysis of co-variance, chi-square, factor analysis and multivariate analysis (Byrne, 2010:99). Despite this, large quantitative data sets were also analysed using the computer software package SPSS.

Alternatively, qualitative data was analysed by using the constant-comparative technique. The researcher used this method by repeatedly studying data collected to identify patterns in the data that help establish the core category. These patterns were in the form of similarities, differences and/or relationships across data.

#### **1.8 Limitations of the research**

The focus of this study was only limited to four different brands in the motor industry due to time and financial constraints. Therefore, the information that was gathered may have been a limited reflection of the impact of product placement on consumer involvement with the product. Also, there is a possibility that managers gave subjective data based on their different companies.

#### **1.9 Layout of chapters**

Chapter 1 introduces the study by looking at the background of the topic being addressed, the explanation of the underlying problem, the objectives of the study, the significance of the study, the proposed research methodology and the limitations of the study.

Chapter 2 looks at the theoretical literature on product placement, basically its origin, its effect on consumer behaviour, its benefits for the brand, the strategies involved and an overview of product placement in South Africa.

Chapter 3 reviews the contribution of product placement to the marketing communication process by looking into forms of communication available to customers as well as the role of product placement to marketing communication. The chapter also covers the theoretical literature on consumer involvement, its types, its levels and its determinants, all of which determine its relationship with product placement.

Chapter 4 presents the methodology used in more detail to address the research problem.

Chapter 5 shows data analysis methods used and provides answers to most of the secondary objectives based on the results obtained in the study. At the same time, the results in this study were compared with the findings of other researchers in literature.

Chapter 6 encompasses detailed conclusions that were reached with regards to the topic area of interest from the South African perspective. Also, recommendations based on the results and knowledge obtained from this study for developing and growing the automobile industry with regard to product placement to get the consumer committed with the product were suggested in this chapter.

### **1.10 Summary**

This chapter provided a brief overview of the background to the study, its importance and how it would be carried out. Specific objectives that would help answer the research problem were highlighted and the impacts of the constructs were explained.

## Chapter 2: Literature review on product placement

### 2.1 Introduction

Before considering how product placement is applied, it is important to note that within the whole marketing communication process, effective communication of the message depends on the selection of the appropriate channel that will best reach customers and result in the desired feedback. This becomes important as there is always a threat of noise which can disrupt the understanding of the message within the communication process. With that aspect in mind, product placement has come to be realised as a newer communication channel which helps to reduce noise.

On the one hand, it is important to highlight that psychological noise in the marketing communication process is mostly caused by competing advertising messages which make customers get confused and sceptical. Thus, product placement helps the sender of the message to reduce noise by placing messages in specialised media. In the face of such reality, Dahlen, Lange and Smith (2010:356) reveal that “from a message reception perspective, audiences have become very fragmented and migrated from single exposure media to multiple content platforms”. Product placement therefore also reduces noise with its various media which help hold the attention of customers.

Based on the two aspects in the previous paragraph, it is quite predictable that the marketing communication process was posed with the threat of advertising scepticism and media/audience fragmentation before the adaptation of product placement. Hence, since the media plays a bigger role in the marketing communication process, product placement and its multiple content platforms develop a clear route to transmit the message so that receivers of the message can understand and appreciate the intentions of message senders.

Having considered where product placement fits in within the whole marketing communication process, it is also reasonable to look at why advertisers in the modern market are moving towards it. Swart (2008:7) indicates that, advertisers are moving towards more innovative ways in which to become involved with their target markets and product placement appears to have a prominent role in actively engaging the audience with the product.

To date, everybody has experienced what Gangadharbatla (2006:1) likes to call a product placement moment. This is realised when watching television at home, playing a game,



listening to a song or even reading a magazine and it quickly comes to the consumers' mind, "wait a minute, that product is not there by accident". Yes, the author attests that the product is normally not there by mistake hence Anderson (2006) advises that product placement reveals the brand to the audience in a subtle and implicit manner.

Additionally, product placement does not distract the viewers' attention from whatever they are watching. Therefore, product placement is an ideal platform not only to promote the product but also to give consumers an alternative to accept or reject the message without feeling compelled. However, it is important to note that Homer (2009:21) has observed a paradox about product placement: if you notice it, it is bad and if you don't, then it has no real value.

Another important factor about product placement is that it is directly attributable to the concept of promotion. Thus, marketers are known to directly aim to capture consumers' attention in a moment of entertainment when they do not use their natural resistance like they normally do when seeing an advertisement (Jinnemo & Pettersson, 2011:2). Therefore, Product placement is a creative advertising direction as long as it is well employed and aligned to produce synergy between the brand and the programme (Swart, 2008:7). That is, there should be a fit between the programme and the brand so that consumers will not complain about a bad product placement effort.

It can be seen from the above analysis that the expansion of product placement is unavoidable, and thus it has been realised to be a marketers dream basically because it provides an assuring and receptive audience (von Bormann, 2005:37). La Ferle and Edwards (2006:68) also reinforce the proliferation of product placement by attesting that it is here to stay and that it has only scratched the surface of what it will become in the future. This is true because almost all companies providing goods or services are fast employing product placement in their marketing tactics.

Noting the compelling nature of product placement, its history will be observed.

## **2.2 Product placement history**

### **2.2.1 Background on product placement**

Product placement dates back to the 1890's as the first reported product placement occurred in 1896 with the intentional incorporation of sunlight soap by Unilever into several European Lumiere films (de Gregorio & Sung, 2010:83). However, product placement aroused

curiosity after the use of the Reese's pieces, the peanut butter flavoured candy that was used to draw aliens near in the movie E.T.-the Extra Terrestrial (Jinnemo & Pettersson, 2011:3). The movie is said to have raised the sales of Reese's pieces with 65% over the three month period that the movie was released and it was then that marketers and academics realised the value of product placement.

In the past, the techniques of product placement were dull and appeared artificial, but with time, the practice gradually advanced in knowledge and experience, hence the practice evolved and is now organised with new strategies (Sung & Gregario, 2008:91).

Having considered that product placement is not a new phenomenon and that only its application was not common and advanced, of note also is the fact that Hollywood is the industry that revolutionised the meaning and importance of product placement in the 1970's. Thereby, marketer's eyes were ultimately opened to the benefits of the concept (Soba & Aydin, 2013:112). Thus, product placement is basically regarded as an American phenomenon because it has its origins in the United States of America. However, Crawford (2004) notes that the practice is becoming media-neutral and is extending to other countries due to the international flow of and access to technology. That is, even though product placement techniques in America supersede product placement techniques used in other countries, those countries are on the verge of learning everyday how it is properly done.

According to Lacroix and Martin (2013:7), there are two types of product placement: the normal and the non-ethical product placement. Normal product placements are for products such as computers, phones, foods, cars and other products of everyday life, whereas non-ethical product placements include the placement of, for example: guns, cigarettes and alcoholic drinks otherwise referred to as ethically charged products. Thus, although product placement of ethically charged products is practiced in other countries, it is not highly encouraged because of the ramifications of such products on society. Hence, in other countries there are very strict regulations against the use of product placement to the exposure of certain groups.

In contrast, since product placement is now an organised arranged process, product placement deals are either trade-off for a supply of the product or financial compensation for the placement (Neer, 2006:3). The researcher applauds that this is a big improvement in business compared to when product placement was free in the past. Now both companies the product company and the programme company stand to gain something from it which is basically the

sole purpose of any type of business, to trade for something in return. Friedman (2005:26) shares this perspective by postulating that both types of arrangement are being employed by marketers because they are proactive marketing activities that affect customers for commercial reward.

With regard to the background on product placement, the different definitions that describe it continue to expand at an exponential rate.

### **2.2.2 Different definitions of product placement**

To date, there are many different and also similar definitions of product placement from various practitioners and academics. The first definition was proposed back in 1987 by Steertz (1987:22), who acclaimed “Product placement is the inclusion of traded merchandise, brand-name products or signage in a motion picture.” This definition, although clear, is not prevalent in the sense that it concentrated on one media context (motion picture), given the fact that movies and television were the mediums used for placing products. The second attempt to define product placement was raised by Karrh (1998:33), and he defined it as “The paid inclusion of branded products or brand identifiers through audio and/or visual means, within mass media programming.” This definition, although correct, also overlooked all other mediums that product placement can be incorporated into, as well as the fact that some product placements may be cash-free or barter arrangements (Soba & Aydin, 2013:111).

On the other hand, d’Astous and Chartier (2000:32) attempted to define product placement as the inclusion of a product, a brand name, or a name of the firm in a movie or in a television programme for promotional purposes. Yet again, the definition falls short by looking at product placement only in the light of motion pictures. Another definition of product placement from La Pastina (2001:542) describes it as commercial insertions within a particular media programme intended to heighten the visibility of a brand, type of product or service.

In addition, Law and Braun-La Tour (2004:63) define product placement as “the deliberate insertion of branded products into an entertainment program aimed at influencing the audience”. Besides that, Russell and Belch (2005:74) explain product placement as the purposeful incorporation of a brand into an entertainment vehicle. The three latter definitions do not limit the application of product placement to certain media and therefore are precise.

For the purpose of this study however, the researcher's own definition will be adapted. "Product placement is the intentional plotting of a product, service or brand name, explicitly or implicitly, to any programme setting that is not disruptive and has high audience exposure to increase consumer interest with the product." This definition is more relevant and applicable because today consumers can and are receiving messages from a majority of channels (Saladino, 2008:100), and product placement is employed to have an impact on audience exposure in a way that does not intrude customers. According to Soba and Aydin (2013:112), product placement is therefore found to be possible within various media, such as a movie, broadcast, computer cable, TV programs, blogs, video games, music video/DVD's, magazines, books, musicals, Internet, mobile phones and so forth. Therefore, it is evident that motion pictures are part of the way customers receive messages and not the only way.

The above point is also sustained by the work of Hudson and Hudson (2006:491) who state that, over the last few years, entertainment was distributed and consumed over different media because the entertainment industry was growing. Therefore, it is important for product placement definitions to better fit the evolving media platforms. Gangadharbatla (2006:6) also shares the sentiment that, by 1995, the application of product placement moved from the restrictions of movies and television to integrate other entertainment mediums.

To sum up, each of the outlined theoretical definitions make an important contribution to the understanding of product placement. In this manner, different terms associated with the concept of product placement will also be discussed.

### **2.2.3 Different terms of product placement**

Given that there are many different terms that are associated with product placement, this section will clarify where they stem from, whilst keeping focus on the well-known term.

Gangadharbatla (2006:1) highlights findings of the various terms attributed to product placement. Product placements are sometimes called brand placements, ad-creep, barter placements, branded entertainment, brandvertising, advertainment, embedded programming, strategic placements, subliminal placements, synergy, sponsored word of author, product integration, script integration and several other names.

Firstly, the major reason why product placement is often referred to as barter placements stems from its background which highlighted that it was a form of barter system (Newell, Charles, Salmon & Chang, 2006:577). This means that upon its inception, for a product to be

incorporated into a media programme, no cash payments were made but certain trade-offs were made. A product that was asked to be shown was provided at no direct costs to the media company, for example, providing Dell computers to be used in the scenes of a movie in order to create brand awareness.

Secondly, Lowrey, Shrum and McCarty (2005:117) explain that product placement is also known as product integration because a product plays a role in the plot of a scene. Following that, product placement is commonly known as brand placement because various definitions of it as explained in the previous part, include the brand name as being the one heightened in visibility to change consumer attitudes (von Bormann, 2005:35). Thereafter, it is also known as branded entertainment because the entertainment vehicle features branded products or services. Subsequently, product placement is known as advertainment (Russell, 2007:3) because it makes it possible to advertise aggressively while at the same time providing entertainment. This means that the entertainment serves to advertise as much as the advertising serves to entertain and thus they work well together.

To conclude, despite the various terms attributable to the phenomenon, the researcher chooses to stick to product placement as the official term that will be used throughout the study, as it is emphatically stated in the topic area of interest. Hence, readers will not be confused.

Given the various terms attributed to product placement in the above paragraphs, it can be seen that the concept is growing. Hence, it is important to look at why its worth remains in a number of situations.

#### **2.2.4 Why product placement is successful today**

There are different reasons why product placement is successful today. According to Blonde and Roozen (2006:2), “the re-invention of product placement has gained new urgency because consumers increasingly have the technical power to avoid commercial messages on TV”. That is, with the introduction of the remote control, consumers can switch between channels and avoid messages during commercial breaks. Also, the wide penetration of personal video recorders (PVRs) and video-on-demand (VOD) has led to the trend towards product placement. The personal video recorder allows consumers to watch programmes in their own time, thereby avoiding advertising clutter which then leads to loss of advertisement viewership.

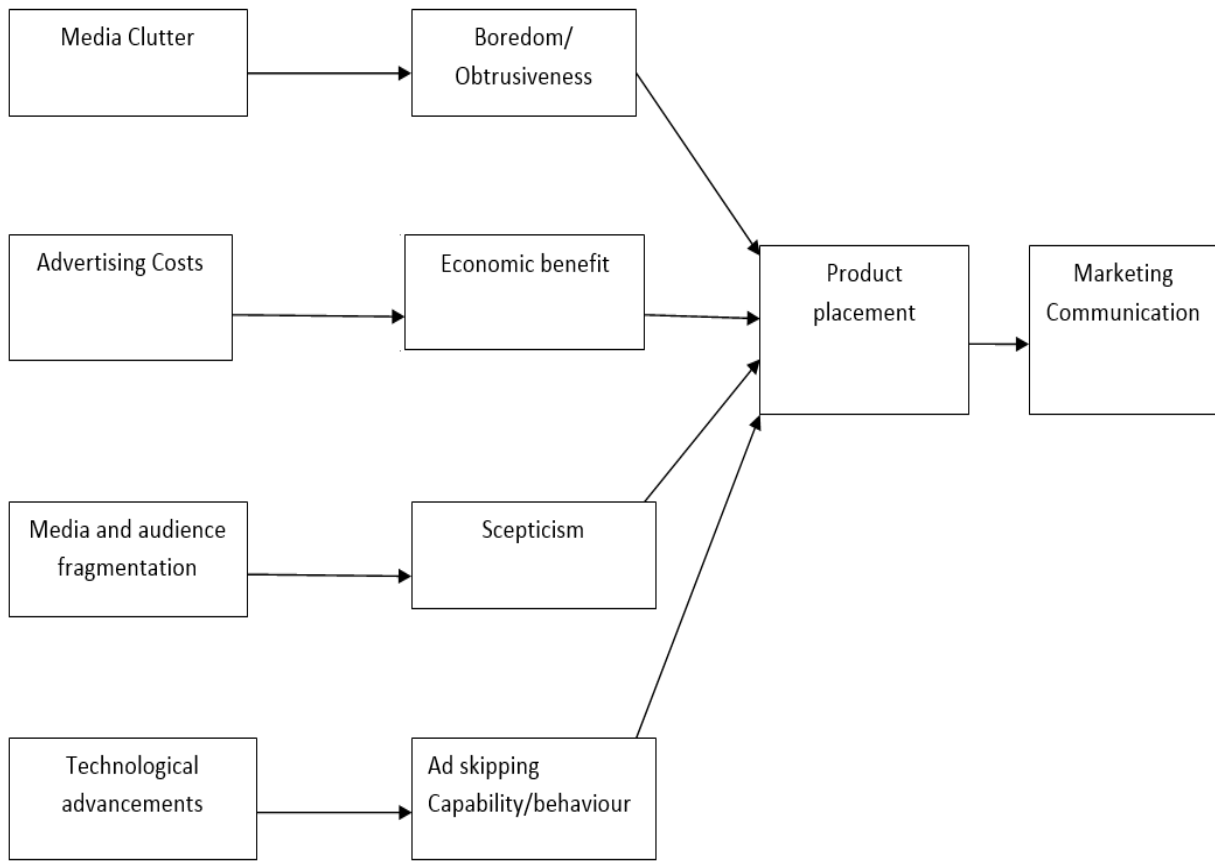
Additionally, another factor of importance affecting the re-invention of the advertising industry towards product placement, as such that it has reached an interesting stage in history, is the many channels that consumers can and are receiving messages from. On the same notion, Tiwsakul *et al.* (2005:1) postulate that product placement is a reaction to postmodern society: “audiences have fragmented and grown sceptical towards conventional advertising, the result being that advertising is seen as ill-equipped, on its own, to facilitate integrated brand communication strategies”. Therefore, product placement is an answer to the otherwise fragmented advertising audience because it puts products in places unimaginable but tolerable to customers.

Not only do consumers get information about products from traditional advertising techniques but also through word of mouth, blogs, the competition, their own researches, their individual past experience and brand communities, all of which are accessible to them (Saladino, 2008:100). This goes to show, therefore, that even though product placement is not a new practice, its application is relevant now more than ever to effectively reach the target audience.

Alternatively, product placement is seen to have fewer costs than the production cost incurred for commercial breaks, thus advertisers find it economical in this modern industry. Homer (2009:21) therefore highlights that product placement has now reached celebrity status as a media form and is no longer regarded as a novel marketing technique. Thus, product placement is discussed everywhere, both in the academic and marketing industry.

As a result of the mentioned aspects, product placement is a unique differentiation strategy to breakthrough advertising clutter in order to maintain a good brand image (Wilson & Till, 2011:380). This is important because advertisement clutter has serious consequences if not taken care of, which includes cognitive overload which leads to less advertisement impact and loss of audience due to boredom (Lowrey *et al.*, 2005:115). The researcher contends that, when it comes to technology, advertisers had to surrender to product placement as one of the advertising strategies because technology makes customers’ lives comfortable and it is not easy to compete with it without the possibility of failure.

Figure 2-1 Drivers of product placement and its impact on marketing communication



Source: Developed by the author (2015)

In the face of technology, media clutter, advertising costs and media fragmentation contributing to the success of product placement, the benefits of the concept will be observed.

### 2.3 Benefits of product placement

Product placement as a marketing strategy has proven itself to carry many benefits. According to Matthes, Schemer and Wirth (2007:450) product placement produces good results without costing a lot of money and it is a clear strategy of targeting explicit pre-segmented customers. Thus, a specific demographic or psychographic group of customers can specifically be targeted. For example, the placement of cars in auto shows specifically targets adult customers who would love to own a car. Despite that, product placement compared to traditional media is advantageous because it does not face any competition in promoting the brand (Cowley & Barron, 2008:89). That is, in a placement medium there is

normally no advertising clutter which enables the consumer to process the one brand they are exposed to.

Beneke (2012:1069) also supports that product placement in comparison to traditional advertising merits itself on the fact that the processing of the message by the audience is prone to be done intentionally as opposed to incidental processing done with regard to traditional advertising. The researcher is of the opinion that, when customers process the message intentionally they are likely to remember it for long and develop curiosity towards the product. Such curiosity often leads to own search for the product in all possible contact points.

Moreover, Soba and Aydin (2013:114) are of the view that product placement is profitable and has the potential to create strong brand awareness. The ability of product placement to increase brand awareness is true because consumers get amused when they view brands that they are familiar with in entertainment media (Beneke, 2012:1070). Thus, product placement is a complementary strategy for advertising rather than an alternative technique because it brings the desired outcomes. This statement is proven true by the fact that some companies only advertise on TV at certain periods of the year, such as, a month before Easter, and yet they use product placement throughout the year to create brand awareness. As Bergen (2014) states, Apple does not feel the need to heavily advertise all the time because of its position in the market, hence uses the holiday seasons and product placement often to generate its revenue.

In the same light, another positive aspect of product placement is its tendency to make entertainment media more true to life. That is, with product placement there are fewer doubts as to whether the brand is real or whether it is just a selling technique to change consumers' attitudes because the brand used is displayed in believable situations. For example, walking in a shopping mall and seeing a beautiful real-life car along a corridor is a real-life experience as the customer can be allowed to touch it.

A further point to be considered, according to Van der Waldt (2005:4), is that product placement also has the advantage of reaching more customers than advertising when used in soapies or movies, for example. This is so because with product placement consumers cannot escape exposure to the brand as the brand is integrated in the media programme and it is normally the media that consumers enjoy. Therefore, customers will see the product even when they watch personal video recorders at their own time. This means that consumers are



capable to like the product because of positive source associations they hold towards the media as the source of the message.

Besides that, product placement is an effective advertising strategy if carried out skilfully as it may not be noticeable to the viewer and may then contribute to the experience of the customer. Thus, if customers are sub-consciously aware of the brand in the media and its promotional motive, they will not try and avoid exposure to it. Meanwhile, they will have seen its usage and the advertising impact will still be successful. Hackley, Tiwsakul and Preuss (2008:3) reinforce this idea further by proclaiming that “even where sophisticated consumers are aware of the practice, there is no opportunity for them to cognitively separate the brand reference from its context within the entertainment”.

It could also be seen from the findings of Gangadharbatla (2006:8) that another major advantage of product placement is the long shelf life. This is beneficial because products remain in the placement media long enough for customers to refer back to them without difficulty when they develop interest in the product. For example, customers can repeat watching a certain movie by using a DVD. Also, multiple media platforms engaged in product placement cause longevity. More important still, the issue of perceived endorsement is also considered as the advantage of product placement because products are normally paired with celebrities that customers admire, thereby influencing positive attitudes towards the product.

Above it all, product placement is common for exhibiting product use and introducing new products (Lacroix & Martin, 2013:3). Product placement is also known to reinforce brand loyalty from current owners of the brand when they see the product in a media programme. That is, when customers see their brand in the media, they link the brand to true quality that is admired by everyone and therefore their positive associations with the brand are reinforced.

The above section covered the second secondary objective of this study which is to highlight the benefits of product placement for the brand.

#### **2.4 Shortcomings of product placement**

Given that there are many benefits of product placement, as mentioned in the previous section, there are shortcomings of the practice as well. Van der Waldt (2005:5) eloquently states that “The appeals of product placement are limited to source associations, use and enjoyment,” meaning that if the customer does not like the medium of placement or the

person who is presenting the product, they are likely to reject the product as well. Also, if the brand is not salient enough, then the advertiser's product may not be seen. The researcher is of the opinion that this is contradictory, because the main aim of product placement is to introduce products in a subtle manner so that customers will not become aware of their persuasive intent and thus ignore them.

A further overview of product placement shortcomings indicates that the media selected for placement may not be successful in providing complete positive exposure, making it hard to decide where to place the product (Cebrzynski, 2006:2). For example, by placing cars in magazines, advertisers are not certain how many people will buy that magazine and thus are taking the risk of that car not being seen. This, in turn, runs them a loss because they would still have to pay the media programme, hence product placement is regarded as uncertain. Additionally, advertisers lack control of how the product is featured in the content. That is, it is up to the media company how they will integrate the product into the content, thus they may display it in a way that contradicts the advertisers' intention.

On the same note, when various products are placed in one media programme, consumers are likely to feel bombarded and bored, resulting in the negative outcome of the placement. Gangadharbatla (2006:10) reinforces the notion by attesting that an advertiser may put a lot of money in a certain medium only to have it fail to make the desired impact. Thus, advertisers have no power to foresee how successful the medium will be.

Besides that, depending on the medium in which the product is placed, the product may be undermined and misjudged to bad values (Daugherty & Gangaharabatl, 2005). For example, in the movie, *natural born killers*, Coca-Cola's brand was placed in a murder scene. In that respect, the incorporation of a brand in a negative environment results in the risk of negative association. Nevertheless, Gangadharbatla (2006:10) defends that the invention of product placement agencies ensures that product placement is organised and that there are no longer instances of mismatch between the medium and the type of product, or the function of that product for that matter.

The major disadvantages of product placement are in relation to ethical considerations of the practice. Hackley, Tiwsakul and Preuss (2008:4) state that such ethical concerns are realised within certain product categories and in the way the practice is carried out in itself. Therefore,

according to Petty and Andrews (2008:9), there is concern about product placement subconsciously persuading customers whether the product is bad or good for them. That is, product placement appears to be misleading as it leaves room for confusion to customers in that customers see the product but do not necessarily understand why it is featured.

Alternatively, linking ethically charged products with characters that customers respect can make them unable to withstand the effects of a bad product (Campbell, 2006:458). A specific reference can be made with regard to adolescents who are identity seekers and are likely to emulate all sorts of behaviours. For example, glamourising of tobacco in films is associated with increased smoking and favourable attitudes towards its use among adolescents and this has remained a public health problem in the United States (Sargent, Tanski & Gibson, 2007). Tiwsakul, Hackley and Szmigin (2005:99) refer to this type of advertising as an ethical issue as it promotes to vulnerable groups who cannot correctly transform messages and make wise decisions.

Notwithstanding the above mentioned criticism, the popularity of product placement remains largely undiminished. Undoubtedly, to be able to understand product placement further, its forms will be discussed.

## **2.5 Forms of product placement**

According to Glud and Franck (2009:12), two important factors idealise the typology of product placement, and those are modality and prominence. These two factors are known as the modes of product placement appearance, or product placement characteristics, and are said to have an influence on customer reactions (Van Reijmersdal, Neijens & Smit, 2009:439). Prominence is explained by “the importance, duration and frequency of product placement” (Soba & Aydin, 2013:112). This indicates that the known brands are given a longer shelf life and are mentioned a number of times so that customers can realise them. On the other hand, Van der Waldt, Nunes and Stroebel (2008:113) attest that modality has to do with the way the placement is presented to the audience and the modes of presentation can thus be categorised into visual, audio, and audio-visual.

With visual presentation, only the logo, brand name, product, service and other features that are related to the product are screened with no message or sound whatsoever, whereas the audio presentation does not screen the product but mentions the brand related message in audio form and the audio-visual is the combination of both. That is, a customer will hear a placement while listening over a medium or see it while viewing and or hear and view at the

same time. In that light, it is important to note that audio-visual product placements can also be regarded as plot/usage placement, because the product is being used by characters and ultimately they will mention it and it will also be brought to the sight of viewers (Du, 2013:20).

While such presentations can be used, Bhatnagar, Aksoy and Malkoc (2004:110) are of the view that product placement characteristics decide how much advertisers will pay for the placement. For example, if the customer can see and hear the placement at the same time, the placement message becomes clearer and that means audio-visual placement become more expensive. Of importance also, the three modes of presentation are either prominent or subtle.

Prominent placements are evidenced by “a highly visible and or large product, logo or other recognisable trait unique to that product, relative to the screen, high plot integration, repeated mentions and long screen time duration”. (Kozary & Baxter, 2010:4). For example, in football matches, the logos of the companies that sponsored the event normally appear clearly such that customers take note of them. Thus, network providers like Vodacom and insurance companies like metropolitan are good examples of prominent product placement. In retrospect, subtle placements are less obvious in media content and thus are also known as the not in your-face placement strategy or evocative placement (Homer, 2009:23; Lehu, 2007:11). That is, subtle placements do not take centre stage in the placement medium, they appear vaguely and are not easy to see.

The interpretation of Wilson and Till (2011:381) clarifies further that, more often than not, subtle placements are not the centre of attraction in that attention is divided to many other brands. Therefore, based on the degree of product placement, the customer may or may not see the placement. However, it is important to note that advertisers differentiate between seen and obviously-noticed placements and thus give credit to seen placements (Kwon, 2012:6). This is so because obviously seen product placements are no different from traditional advertising commercial intent which is boring to customers. Van Reijmersdal *et al.* (2009:433) posit that the more customers are aware of the placement, the more their positive feelings about the product are diminished. This is due to the fact that customers are reminded of the persuasion intent of advertising, thereby resulting in unproductive use of product placement when customers do not buy the product.

As a result, subtle placements are the ones most preferred for evoking consumer purchase intentions for products (Kozary & Baxter, 2010:5). That is, consumers have positive attitudes

towards subtle placements because they are not persuasive in a way that irritates them. With regard to effective brand awareness, however, prominent placements merit themselves on good recall of the brand (Kwon, 2012:5). Therefore, as one of the goals of product placement is brand awareness, both types of placements are beneficial, depending on the goal of the placement.

In the face of the literature on product placement discussed above, other countries are also quickly realising its importance. Therefore, the next part will discuss product placement as it relates to South Africa.

## **2.6 Overview of product placement in South Africa**

### **2.6.1 Introduction**

Given the current high profile debate, exposure is very important for customer knowledge about products offered in the market. In the past, commercial advertisement breaks used to be effective to generate advertisement viewership for customers of all countries in the world. However, the situation has changed for most countries, including South Africa.

The sentiment expressed above is supported by a finding by Moerdyk (2014) that 80% of customers in the United States of America do not watch commercial breaks anymore, while 72% in Europe and over 50% in South Africa among the higher living standards measures (LSM's). The author further notes that in South Africa, the lower living standards measures do still watch television and can be targeted through it. However, in seriously regarding the return on investment calculated by the measurement tools, it is not wise to rely on television advertisements for that group. Therefore, in an attempt to try and reach viable customers, advertisers in South Africa have also commonly adapted to product placement to promote products.

There appears then to be an acceleration in the growth of product placement in South Africa, thus its background will be observed.

### **2.6.2 Background of product placement in South Africa**

According to von Bormann (2005:35), product placement in South Africa has not yet reached the level of sophistication of that in America, where the use of personal video recorders enables easy skipping of advertisements. Despite that, product placement in South Africa is turning into an increasingly appealing alternative. Thus, South Africa had not to resist change for the wellbeing of its advertising industry. However, the author notes that one major reason

that product placement in SA is still in the early stage is that marketers did not explicitly clarify its intent but insisted on marketing it together with sponsorship opportunities. The researcher opines that this was wrong because the theories of Sponsorship and product placement are different, even though in some instances product placement can be realised as a form of sponsorship.

The theory of sponsorship proposes that “Sponsorship is the alignment of a brand with an activity in order to exploit the commercial potential created by the association ... in order to attain marketing and corporate objectives (Bird, Blem, Connett, Duckles, Koekemoer, Mazinter & Skinner, 2004: 456)”. On the other hand, the theory of product placement lies in its ability to softly persuade customers in an entertainment setting where they are not likely to be more sceptical and defensive, while at the same time improving the image of the brand/product (Kaijansinkko, 2001:70). However, product placement is seen as a form of sponsorship when it is combined with other special promotions to publicise brands. Due to the fact that product placement was marketed with sponsorship opportunities, there were no product placement agencies as it was viewed as above the-line advertising. Therefore, clients were the ones who took the responsibility of placing products.

Yet again, this was wrong as product placement requires much creativity in order to make sure the product appears well, for the audience not to perceive its promotional intent. The creativity needed for product placement to be effective is for the programme integrity relatedness to the brand and the audience (Russell & Belch, 2005:75). That is, for product placement to deliver the desired outcome, there should be a fit between the brand and the placement medium. Dahlen (2005:72) reinforces that when the promotion of the brand is carried out in a medium that corresponds to the pertaining appeal of the brand, then brand associations become stronger. Thus, the product will be in the customers consideration set because they can easily relate it to their appealing medium.

Besides that, Saladino (2008:100) indicates that creativity in product placement can be attained by making it remarkable and, above all, involving so that it can hold customers’ attention and lead them to react in such ways that will boost the company’s sales. On the other hand, another reason that product placement remained relatively new in South Africa was because of skills and experience shortage (Hollis, 2011).

Nevertheless, the proliferation of product placement was accelerated by many factors and those found relevant in South Africa were: clutter, a steady loss of advertisement viewership, talkability, media fragmentation and marketing boredom (Patterson, 2008:54). This means that getting exposed to many products at the same time in one medium tended to bore customers. Thus, customers came to rely on different entertainment media and word of mouth to get information about products.

In the same vein, Moerdyk (2014) highlights the current situation in South Africa being that “almost a quarter of all advertising not only doesn’t work, but actually has a negative effect on the brands that are supposed to be promoted”. The researcher believes that the last thing a product should ever have to face is to lose its brand image, because a lot of energy goes into building it. This cannot be covered by choosing to remain stagnant in only commercial breaks advertisement. Hence, the necessity to use product placement in South Africa should not be under-estimated.

In that respect, it appears that product placement in South Africa was first realised within films just like in the United States. For example, in 1984, South Africa released a film titled “The Gods must be crazy”. The movie is centred on a bottle of coca-cola falling from a plane into the hands of unsuspecting bushmen (Hollis, 2011). Even though product placement in South Africa was first employed in films, there are now many entertainment media where product placement can be carried out, which will be discussed as they relate to South Africa.

The section below covers the third objective of the study which is to highlight the different placement strategies.

### **2.6.3 Product placement mediums used in South Africa**

#### *2.6.3.1 Movie product placement*

Placing products in movies is a good strategy as customers regularly watch movies for entertainment and will therefore be exposed to products effectively. Thus, when watching movies, consumers devote their full attention to the scenes of the movie. Therefore, they will likely notice the product being promoted and accept the message about a product in a movie more easily. Customers can download movies over the Internet and watch them at their own time over smart phones, iPads, desktop computers, laptops, or they can visit cinemas in shopping malls to view movies.

Given that there are many platforms where movies can be watched, product placement has been employed in the South African movie, uCarmen ekhayelitsa. The movie was paid by

Nandos for featuring its food and it also gave large visibility to The Sun newspaper, although it is not known whether it was paid for (Staff reporter, 2005). The Gods must be crazy is another example of product placement within a movie produced in South Africa where a Coca-Cola bottle was featured. Thus, product placement within the scenes of a movie can be visual, where the product is seen or the product can be spoken about and/or used by the characters in a natural setting. Also, within movies, placements can centre on location-specific shots, such as a hotel or restaurant.

On the same note, according to Vollmer (in Du, 2013:21), usage placement by the characters in the movie is regarded as most effective because it makes it easy for the viewer to see the product and hear about it at the same time non-aggressively. Besides that, another platform where movies can be watched is the cinema. In cinemas, it is just the cinema theatre and no clutter to distract from the message content of the movie, hence audiences pay attention to all sorts of signage that surrounds the theatre, consequently guaranteeing exposure to products. Also, movies that are most popular are watched by large audiences, hence product placement has the potential to reach many consumers at the same time within cinemas.

#### *2.6.3.2 Newspaper product placement*

Customers buy newspapers for various reasons, including to learn about current affairs, to entertain themselves, to look for job vacancies and many other important reasons. Therefore, placing products in newspapers guarantees a captive audience, especially because they are affordable and are sold in almost every shop. This statement is supported by the fact that 5.5million readers of the daily sun newspaper remained constant in the year 2011(Moodie, 2013). Therefore, given the wide distribution of newspapers, the South African newspaper, The daily Sun, has realised the importance of placing actors and soccer stars in its content, by targeting soccer related programmes and morning TV, amongst others (von Bormann, 2005:36).

Given the wide distribution of newspapers, product placement of brands in newspapers is normally run over the one-page comics section, which captures the audience's attention with its four-colour printed page. Thus, by reading comics, customers come into contact with brands that are incorporated within those stories either in the background or in the message content. For example, the daily sun incorporates Mamba media cartoon, which features the South African soccer star, Vusi Vuzela. The soccer star is admired by many people who keep up to date with his life stories over weekly newspapers, hence product companies such as



dettol, KFC, DSTV, Fritos and Strepsils tend to align themselves with this comic by placing their products subtly (Media update, 2009).

Apart from that, Supa Strikas, the South African comic, implants product placement to promote a lot of brands, either on the players' shirts, over signage or placed billboards, and through the branding of scenarios or locations. Therefore, since Chevron is the sponsor of Supa Strikas comic, its brands (Caltex and Texaco) are placed on the shirts of players across Africa.

#### *2.6.3.3 TV product placement*

Nowadays, South Africans watch local TV because they want to experience what other people go through as it is perceived as real life. Thus, TV shows are entertaining. In South Africa there are many TV shows including "dance your butt off" (which is said to receive the highest viewership), cheaters, fear factor, Idols SA, style by Jury, and others. In these shows, a character often makes mention of a certain product offered by a certain company and that product will then be shown to audiences, such as a clothing line by a certain stylist or a weight loss product that is effective. Thus, product placement in reality shows features sponsorship opportunities, because they identify the sponsor of the show. Besides that, products can be shown in the background, they can be used by participants or judges in reality programming, and even by audience members or crew on informational how-to programming (PQ Media, 2012).

On the other hand, despite mention of the product, characters are often seen confidently using the product and that improves realism in that the audience can associate the product with the characters. Thus, according to von Bormann (2005:36), local reality TV in South Africa is also a winner when it comes to product placement for branded food, clothes, reading matter, cars equipment and others. Masterchef SA also uses product placement by featuring Kenwood and global knives (Van der Westhuizen, 2012).

#### *2.6.3.4 Soap operas product placement*

According to Makwarela (2010) South Africans enjoy watching soapies to the extent that soapies have come to be known as South Africa's staple viewing diet. South Africa is a country where television still enjoys higher levels of penetration, hence South Africans watch a lot of soapies. Makwarela (2010) states that South African soap operas include Generations, Rhythm City, 7de Laan, Muvhango, Scandal, Binnelanders, The wild, and Villa Rosa. These

soap operas play on either SABC, M-Net or e.tv. Therefore, depending on which soap opera the customer likes, they can just switch between channels.

In that light, von Bormann (2005:35) reports that both SABC and M-Net have attested to soapies making a conducive environment for product placement by effectively plotting the brand into the story line. SABC went even further and confessed that many advertisers are increasingly enquiring to have their products featured in soapies.

Furthermore, findings from Audience Numbers (2014) posit that Generations was the first TV series to make money, not only through commercial breaks but also by the incorporation of product placement into the script. This goes to show that Generations is the most watched soapie in South Africa. This is supported by Makwarela (2010), who hints that Generations is estimated to generate R500million for the corporation, while it only comes with a minimal budget of around R35million to R55million to air for half an hour, five times in a week. Therefore, the more customers view a certain soapie, the more competition for spot a that soapie. According to Du (2013:30), one issue of importance to note with regard to soapies is that they run many times a week and customers follow up every update and they are thus effective in the long run to sustain exposure of products.

Noting the compelling nature of soapie product placement, amongst the many instances of product placement employed in generations, the one that caught media attention was the incorporation of Pep Stores in the storyline in 2007 (Hollis, 2011). Apparently, Generations actress “Queen” dressed on pep attire on every episode and the next day the attire would be found in-store. It is claimed that due to that product placement, a 5% increase in market share for the brand was observed and that customer numbers increased by 7.67%. This shows that product placement builds brand awareness, improves brand image and results in purchases. Thus, after seeing products in an entertainment medium, customers are propelled to act somehow because they link the products to the appropriate characters and thus become brand loyal.

In addition to the examples of product placement in soapies, Lewis (2014) reveals an instance of product placement in Generations whereby last year, after the death of Mike Mvelase (known as Khaphela Ngcobo on the soapie), his mourning widow, Sara (played by Winnie Modise) went on and on about the funeral policy and IFA life insurance while she was making preparations for the funeral. Additionally, Capitec bank and Clientele have also been incorporated in Generations.

On the other hand, Clover placed products such as krush juice on the sets of 7de Laan and Muvhango and saw a remarkable change in brand visibility and sales surge (Hollis, 2011). The author also reports that Chris Chameleon took advantage of soapies by releasing his Afrikaans titled CD in 7de Laan as it is an Afrikaans soapie. By the same logic, Lewis (2014) points out that Gumtree (the online site used to buy and sell goods) was recently incorporated into the storyline of Isidingo, as well as the Nelson Mandela children hospital fund-raising and Standard Bank. The appearance of local authors and their books featured in 7de Laan soap opera (Hollis, 2011). The book was titled “Thula Thula” by Annalie Botes. Therefore, product placement in soap operas can take the form of visual, use of product by character, or the product can be spoken about.

#### *2.6.3.5 Music video's product placement*

A study by Kaijansinkko (2001:104) highlighted that almost 25% of all music videos feature certain branded products and that almost 75% of those branded products feature one usage placement/consumption act. In South Africa just like in the United States, the music industry is big and continues to grow. Therefore, celebrities are incorporating their designer labels into music videos by having them displayed in the background or musicians using them, and advertisers are also finding plots for their products in music videos of popular songs. Products are also integrated within the lyrics of songs, hence product placement in songs can be audio where the branded product is referenced or visual where the product is actually consumed and or both. For example, besides Klippiess and Cola, the 2011 music video of JR featuring Jack Parow and Die Heuwels Fantasties also shows product placement for Big Korn Bites, where Jack Parow eats them while road skiing behind a Ford Escort XR3 (Cherry, 2011). Music videos are produced in large quantities, watched basically for entertainment, and since they can be downloaded freely, they create huge reach because almost everyone will download a music video they like. Therefore, music videos have the potential to get products in front of the customers' eyes so that they can be noticed.

Having considered different ways that product placement can be applied within a music video, it is also reasonable to understand that “People who watch music videos do not present a negative attitude towards product placements, since they believe that singers have the freedom to create what they want in order to fulfil their musical aspirations.” (Du, 2013:26). The most types of products common with music video product placement are cars, gadgets, clothes, beverages and others (Friedman, 2001:2).

#### *2.6.3.6 Sports product placement*

Product placement in South Africa is also realised in sports. In sports play grounds, people gather in large quantities to be entertained and to socialize with others. Therefore, product placement presents a huge opportunity to get customers to notice products, because almost all of them are seated and pay attention to the match while they also have their attention divided by observing the whole sporting field. Therefore, BMW South Africa's support of SA Rugby goes beyond their five-year commitment to springbok Rugby as official vehicle partner, supporting a number of players and rugby icons through their ambassador programme (BMW Group Pressclub South-Africa, 2013). The company signed on Serfontein, Engelbrecht and Beast as ambassadors. These are famous and well-liked Rugby players and therefore the company gets exposure through them worldwide and in the stadiums.

On the other hand, there is an increase of commercialism in association with soccer matches in South Africa. For example, during the South African cup of Nations games, players' uniform jerseys are usually imprinted with a Castle Lager brand name or other alcohol beverages. Despite that, banners placed in soccer fields display many products like Pepsi drink, Doritos Simba's and many more, and through the branding of scenarios or locations.

#### *2.6.3.7 Red carpet product placement*

South Africa hosts red carpet events, such as yearly SA music awards and the Durban July. During these events, celebrities and trendsetters attend to show and share their success stories. Normally, as they come through the entrance, they walk on a red carpet and before the event can start, those wearing unique clothing are spotlighted and asked who their fashion designer was. The mention of those designers in the middle of an event is product placement and the most commonly placed fashion designers in South Africa are David Tlale, Thula Sindi, Marrienne Fassler and Nkhensani Nkosi (Atoke, 2013).

Also, when sharing their success stories, music producers or singers always highlight the next album they are working on or are soon to release. Another interesting product placement at such events is auto manufacturers borrowing their cars to public figures to attend these events with, so as to create exposure. These events create exposure for products because they are watched and attended by many high profile people who have the potential to buy products.

#### *2.6.3.8 Product placement in Online Games*

According to Kaijansinkko (2001:106), "the realism factor in games is enhanced further with the enhanced graphics capabilities by including digitally created versions of real products into

the gaming action for the characters to get involved with". Customers play games over the Internet for entertainment, hence they like to play them repeatedly and that guarantees exposure for products incorporated with them. The South African full-service advertising agency (FCB impact) designed two advergaming over a branded website. One of the games is centred on Savanna (an alcoholic apple cider), and the game can be accessed on [www.savanna.co.za](http://www.savanna.co.za). In this game, Savanna is made the shooter while the alien attackers are made lemon wedges that the player of the game has to shoot at (Wright, 2011:57). It is important to note that Advergaming is effective because the customer becomes immersed in the game while, at the same time, seeing the branded product subconsciously. Another game is the Kettie game which features varieties of Klipdrift whereby the player of the game has to knock all the cans off the wall by using a kettie, and it is accessible via [www.klipdrift.co.za](http://www.klipdrift.co.za). Marketing products on games is effective because they target a specific demographic group.

It can be seen from the above analysis that there are many contact points where South Africa can integrate product placement besides those mentioned. Thus, with the appropriate technology and experience, South Africa will go far with product placement. Hence the need to observe product placement agencies available in South Africa.

#### **2.6.4 What motor companies do for product placement in South Africa**

It is important to note that the first establishment of the South African manufacturing plants was back in the 1920s. This has seen growth in recent years with manufacturers like BMW, Ford, General Motors, Nissan, Mercedes Benz, Volkswagen and Toyota having assembly plants in South Africa (SAinfo reporter, 2012). The reporter also states that the prevailing assembly plants in South Africa benefit from low production costs and good accessibility to new markets, enabled by the free trade agreements with the European Union and the Southern African Development Community.

The free trade area expands the African market and increases sales. Thus, South Africa distinguishes itself as a unique and valuable place of settlement for the automotive industry. By the same token, it is important to note that the automotive industry is on the whole situated in the Eastern Cape (Coastal) and in the Gauteng (inland) province.

On the one hand, the South African automotive industry includes the manufacture, distribution, servicing and maintenance of vehicles which generates income. Interestingly also, more than 100 000 people are employed in this industry as a whole, thereby increasing

production capacity and people's standards of living (Rhicks, 2014). Furthermore, the author highlights further that export of vehicles and components exceeded R102billion in 2013, thus accounting for 11.1% total South African exports for the year.

Evidently, the automotive industry in South Africa is big and it contributes to the country's economy. The positive impact of the industry on the country's economy has led to it receiving support from the government through the Motor Industry Development Programme (MIDP). Also, franchise holders selling cars in South Africa are represented by the National Association of Automobile Manufacturers.

According to De Canha (quoted in D'Oliveira, 2015), in comparison to the 650 000 cars sold in 2013, 2014 dropped by 3% year on-year new car sales by selling only 630 000 cars. However, the author notes that the actual decline was attributable to the passenger vehicles and that the bus, truck and light commercial vehicles (LCV's) sales increased. Thus, the South African automotive industry is still stable and profitable with satisfying growth since 2009, even if it falls by another 2% or 3%. Growth of the automotive industry in South Africa is also seen by the numerous auto shows held in the country. In retrospect, De canha states further that for the local automotive industry to grow beyond current levels, South Africa has to create new middle-class jobs for people who are unemployed. The creation of jobs will in turn increase the purchasing power parity.

Overall, South Africans are appreciative of the automotive industry's presence in their country as automobiles permit them an easy, stress free lifestyle. This view is anchored by the fact that approximately 650000 cars are sold in South Africa per year (De canha quoted in D'Oliveira, 2015). The South African automotive industry is also viable because many people have esteem needs, thus they want to be seen in the latest car models.

Given that there are many car manufacturers in South Africa, competition is high and it necessitates differentiation strategies that will capture consumers' attention to increase sales. Based on literature, most product placements of cars have been in movies. For example, the X-files and James Bond movies used Ford cars, the film XXY (2007) depicted Toyota cars, the movies Bad Boys 2, Transformers and The matrix reloaded used General motors. These are American movies, however, cars can be displayed in many other media programmes and they will be discussed as they relate to South Africa.

#### *2.6.4.1 Auto show product placement*

South African auto shows are held once a year and others once every two years. The biggest auto show in South Africa is known as the Johannesburg International Motor Show followed by Automechanika Johannesburg (Biztradeshows, 2012). Other auto shows held in South Africa include South African Automotive Week, Classic Car Shows, Top Gear Festival Durban, and Gauteng Motor Fest.

At these shows, new and future automotive technology is shown in an entertaining manner and motor manufacturers are featured to showcase their new models as well. Thus, customers who have a desire to buy a new car attend these shows in massive numbers as they provide the opportunity to view all cars in one show room, making it easy for customers to compare and contrast between which cars they really like. Besides that, at these shows, customers are allowed to test drive cars and therefore they get real-life experience of how it would feel to drive a certain car.

On the other hand, at these shows, auto manufacturers compete for their brand to be placed at the pole position or carpeted floor, where it will be seen amongst the many cars that are in the show room. Meanwhile, auto shows constitute product placement, because one manufacturer that pays to get the pole position out of many, tends to gain the most viewership/media attention and thus influence customers' involvement towards it.

Also, the shows go on for a period of 10 days, enabling customers to come at different times at their own convenience to view the cars they like. For example, Hyundai automotive SA unveiled Veloster Turbo at the 2013 Johannesburg international motor show, armed with a turbo-charged, 150 KW direct injection petrol engine (Ferreira, 2013). Besides that, several cars have also been incorporated in auto shows, including the Audi A3 Sedan, Toyota corolla, Audi RS7, Mazda3 and others. Therefore, through interactive activities, demonstrations and motoring events and features, auto shows are important as they aid customers' decision on which car model to purchase.

#### *2.6.4.2 Shopping mall product placement*

In South Africa, customers spend more time in shopping malls because they get to find many shops in one building. Thus, many different types of people are found in shopping malls as they provide a conducive environment to socialize with family and friends at a restaurant or at the movie theatre. This means that shopping malls provide entertainment for customers and thus exposure to products placed in the corridors is very likely because to enter any shop,

they have to walk through the corridor. In South Africa, most product categories placed in shopping malls include cars, shoes, jewellery, books, art pictures, snacks and others. As a result, South African motor companies have come to take advantage of the corridor space in shopping malls by displaying their cars in those spaces.

Product placement of cars in shopping malls is good because customers get to see the new car live and that adds to their real-life experience. So, with appropriate creativity and decorative display images, car placement in shopping malls attracts viewership. For example, the new Ford Focus ST and new Ford ranger double cab (2.5 XL HR 5MT petrol) were displayed in South African shopping malls in the year 2014, as well as Toyota (Hilux, Etios, Fortuner), Chevrolet (Spark, Utility), BMW 3-Series, Nissan NP200, VW Polo, Isuzu KB and many others. Based on the data collected from the interview process, the managers highlighted that the placement improved their sales in a big way.

#### *2.6.4.3 Internet product placement*

According to Alba, Lynch, Weitz, Janiszewski, Lutz, Sawyer, *et al.* (1997:41), the benefit of the Internet as a marketing communication tool stems from its maximum data storage capacity and its 24-hour accessibility. Furthermore, the authors highlight that the Internet is convenient in the sense that it can be accessed anywhere as long as the user has connectivity. Additionally, a lot of information can be placed on the Internet, including different products and their attributes simultaneously, as well as automated updated information in real-time, concerning price reductions and stock availability.

In South Africa, customers use the Internet for many reasons, involving entertainment and gaining information. The South African Internet population in 2013 was estimated to be 14 million users, representing 39% of the adult population (iab South Africa, 2013). This means that placing products on the Internet has an impact on exposure of customers to products, especially with various mediums, such as the laptops, home computers and mobile/smart phones making it easy to access the Internet.

On the other hand, product placement over the Internet (digital content) is a good strategy, because before customers can decide to buy a car, they begin their searches for products they are interested in over the Internet. Such searches maybe related to the product's performance, specifications, other buyers' experiences and after sales support (Walker, 2013). This means that by ensuring that customers come into contact with the brand while they are doing their search, through banner advertisements, pop-ups, email marketing, search engine marketing/



video websites, social media marketing and mobile advertising, viewership of products is improved.

Of important note, Meenaghan (in Du, 2013:36) also highlights that blogs are by far regarded as the ideal resources to place products, because products can be integrated into the content which can reach every reader. However, the author brings forward the rapid usage of instant messaging software, such as skype, Google talk, windows live messenger and others which could be used as platforms for integrating product placements. Thus, product placement over the Internet can be in the form of text, photographs, videos, animations, logos or other graphics. For example, Toyota Corolla, VW Polo Vivo, Ford Figo and many other car models' photograph have been displayed in the form of a pop-up over the top of webpages.

#### *2.6.4.4 Magazine product placement*

Product placement in magazines is executed by sending products that are in line with the current trends in the market to print media companies so that they can integrate them in their media. Thus, marketers have to know what magazines are planning to do in the near future and send their products to the companies in advance, before the issues are to be published. Customers, on the other hand, are motivated to come across different products shown with brand, where you can get them, and price in editorial content instead of advertorials pages (Van Reijmersdal, Neijens & Smit, 2005:42). This means that regular pages with editorial content are read carefully with complete focus as customers do not feel like a certain advertiser is trying to sell a product to them. Thus, acceptability and credibility is high with magazines as readers believe that the content is objective and unbiased.

Product placement in magazines has a viable audience. This is because magazines are targeted at pre-segmented audiences and magazine readers read them in a good mood. For example, many South Africans like cars and buy Auto Trader magazine, therefore, magazines have the potential to reach the targeted audience. Magazines, as well as newspapers are good for product placement because they have a long shelf life, meaning that customers can always refer back to them for guidance when they want to make a purchase decision.

The automobile industry in South Africa has realised the importance of placing cars in magazines, hence Volkswagen introduced the Golf 6 to the South African market by marketing the new car through an integrated campaign in RamsayMedia Automotive's CAR magazines in June 2009. The iconic Golf 6 was featured on the magazine cover and contents page (Ramsaymedia, 2009). Other Magazines that feature product placement of cars include

Top Gear, Top Car, Car Magazine, Autotrader, Speed and Sound Magazine, South African 4x4 magazine and Classic and performance Car Africa.

### **2.6.5 Product placement agencies in South-Africa**

Within the product placement industry, there are major players and such include placement agents, studios, clients, production companies and research organisations. Thus, all work together to ensure that product placement is effectively implemented. As stated earlier, product placement was not strategically planned in South Africa as it used to be marketed with sponsorship opportunities. However, the situation has changed today and the creative appeal that is needed in product placement could no longer be borne by advertising agencies alone, hence why the development of product placement agencies in South-Africa (von Bormann, 2005:35).

According to Russell and Belch (2005:77), “Product placement agencies serve as the intermediary between the production houses and potential clients.” The authors note that the agencies provide services on condition that they will be monetarily rewarded. Thus, product placement agencies in South Africa also do not provide services for free. That is, there is always some arrangement of sorts for them getting permission from clients to place products in editorial content besides intentions of goodwill as this is a huge legal requirement.

In that regard, it is important to note that permission from actors is also needed to have them use the product in the script. This issue has come to be significant specifically in South Africa where some actors refuse to have their likeness promote a product on the basis that they are not getting paid for being brand ambassadors (Marshall, 2013).

On the other hand, the main function of product placement agencies is to oversee that product placement is done well by negotiating a deal with appropriate companies that their products can be suitably included in the script (Sabour, 2008:202). This means that product placement agencies approach clients on behalf of the studios, therefore brand choices can be made either by the producers or even the agency itself.

Given the importance and need for product placement agencies, Hollis (2011) highlights that the major proudly South African product placement agencies include Stimulii, Ambrosia and Whatwewant branded entertainment. According to Hollis (2011), the three companies are based in Johannesburg and their function is to “strategically place products in an environment so that they become accepted elements within a familiar landscape to the consumer”. Besides

that, on Bizcommunity (2014), product placement agencies in South Africa also include Act advertising, Mav3rick-Makhanya Media, The speaker Newspaper, Clickboogie, Mmoto Data Solutions and Manley communications. Each of the services provided by these companies will be outlined below:

- Act Advertising

Act Advertising is in Lonehill and it provides the following services: Ad agency, media placement and Production Company and online advertising.

- Mav3rick-Makhanya Media

Mav3rick-Makhanya Media is in Johannesburg and it offers the following services: Marketing, promotion, and product placement (magazine digitization, keyword advertising, and online advertising).

- The speaker Newspaper

The speaker Newspaper is in Polokwane and it offers the following services: Newspaper production, placements of media releases, and advertisements design and placements.

- Clickboogie

Clickboogie is in Cape Town and it provides the following services: Media planning, Media buying, TV production, product placement and sponsorship.

- Mmoto Data Solutions

Mmoto Data Solutions is in Pretoria and it provides the following services: product placement, tracking, visibility and market measurement and definition.

- Manley communications

Manley communications is in Johannesburg and it offers the following services: publicity, advertisement placement, product launches and brand strategy.

The above-mentioned product placement agencies make a decision of whether the product is suitable for a media programme based on the opportunity for product category. Therefore, upon seeing a placement opportunity, the agencies are paid a fee to read the scripts in order to match product categories with the media programme and then they either use existing clients

or seek new ones. This means that their major function is to ensure that the programme remains realistic in its settings.

Despite product placement agencies, it is crucial to note that the product placement industry also operates within the realm of consumers/viewers, marketing consultants and regulators. Hence, it is important to observe their views in relation to how product placement is implemented in South Africa.

#### **2.6.6 Customer's and consultants view about product placement in South-Africa**

According to Lewis (2014), opinion about the way product placement is implemented in South Africa is divided. This means that there is a huge concern from customers and marketing consultants in the way product placement is carried out, particularly in the soapies media programme.

A conflicting explanation by customers is that product placement in South-African soapies has the potential to be successful, if only products can be integrated in the storyline as such that they are not in the forefront. That is, products should be subtly woven into the content of the programme so that customers do not feel like they are being forced to think about the product. At the same time, however, customers who totally do not want to see advertisements or endorsements while watching their favourite soapies, lament that advertising has gone too far by turning soapies into obvious marketing platforms. This means that such customers feel that product placement invades their privacy, almost like they cannot view anything without coming into contact with products.

Despite this, another significant opinion from customers on soapie product placement in South Africa is that some products are linked to unsuitable characters. The opinion emanated from the Isidingo storyline, whereby one customer commented that it felt rather forced when Ma Agnes (played by Keketso Semoko—an older actress on the soapie) did not match the profile of someone who would buy or sell things online, though she was used to tell her colleague to view the Gumtree site for better deals (Lewis, 2014). Thus, customers feel that the personality of the brand should always reflect the type of character customers associate the brand with.

An equally significant view from customers is that, for a service, a continuous mention of the brand name without the service attributes does not influence them in any way. Evidence in support of this opinion was that customers found it unstrategically plotted when the grieving

wife “Sara” for her deceased husband “Khaphela” on Generations soapie rambled on about IFA life insurance without telling the audience whether she received a quick service (48 hours) and whether the insurance delivered as promised (Lewis, 2014).

On the other hand, customers are not the only ones who realise that product placement in South African soapies is not quite on point. This is supported by a strategic research analyst “Marumo-Mphaphuli” Moerdyk (2014), who angrily stated that advertisers do not properly understand the underlying fact that products do not have to be in the forefront in order to influence customers positively. The analyst further denoted that when product placement is in the face of customers, then it is no different from propaganda at its best, which in his opinion, is without any doubt a cheap advertising ploy. Besides that, Marumo-Mphaphuli believes that product placement in soapies has turned characters into being brand evangelist and that is not fair to characters because they are not paid extra money for promoting products in storylines as it does not fall under their job description.

Certainly, the last aspect mentioned above stands not to be questionable as there was an allegation that Don Mlangeni, who acts as “Zeb Matabane” in Isidingo, was dismissed from work because he refused to mention standard bank in the storyline (Marshall, 2013). According to Ferreira (2012), product placement implementation in South Africa “is almost always tacky, forced, condescendingly crass, artificial, fake, screams sell-out commercialism and comes across as so disparagingly trashy”.

Against the background of the preceding overview, it is important for marketing consultants to intervene on how product placement is supposed to be effectively carried out. Therefore, one of the marketing consultants in South Africa Moerdyk (2014), recommends that programme producers have to understand the basic principle about product placement, which is that “it should be subtle enough that viewers don’t realise it is actually advertising they are seeing”. The consultant further acknowledges that product placement is not a simple tasks but it can be done well by employing enough thought and creativity into it to ensure that customers will see and remember it. Thus, he posits that in South Africa, not enough thought is going into how product placement is being carried out, hence advertisers should be careful not to make marketers less interested in this sensational concept.

Given the suggestions highlighted above, the researcher believes that experience is the best teacher, therefore advertisers should learn from their mistakes and take customers’ tweets about bad product placement seriously because, at the end of the day, a marketer cannot sell

what customers refuse to buy. Despite that, von Bormann (2005:36) also advises that “Placement of products needs to blend in with the creative execution of a product so as to be seen subconsciously by the viewer.” With that in mind, media expert Ferreira (2012) recommends advertisers watch the “my top-billing local television show” on SABC3 in order to learn how products can be inconspicuously and wonderfully incorporated into media content. According to the author, in a television show which is a reality show about appearance and reality, it was well-orchestrated to work in commercial sponsorship consideration of a clothing retailer, a spa, a hair salon, a hotel and its penthouse suite. This is true because fashion and beauty is represented by all those settings.

In the final analysis of the customer and consultant’s views of product placement in South Africa, what is important is that the customer should be in a position to purposefully process the stimuli because the product appears realistic not overly prominent. In that regard, the worst outcome that can be evidenced by a bad product placement is loss of viewership by audiences who enjoy the programme and this could be financially disastrous for the media company in the long run.

Whilst the discussion in the preceding paragraphs was devoted to customers’ and consultants’ views, the ethics/regulations within the product placement industry in South-Africa will also be discussed.

#### **2.6.7 Ethical considerations of product placement in South-Africa**

With regard to the advertising industry, ethical issues are an important concern to ensure that advertisers do not take advantage of customers’ ignorance or lack of knowledge, especially on products that can be detrimental to them. Thus, with that in mind, it is important to highlight regulations of product placement in South Africa.

South Africa’s limits on product placement stipulate vaguely that “Product placement shall be subordinate to the content of the programme material” (Staff reporter, 2005). That is, it does not say whether product placement is a deceptive practice or not. However, the independent communications authority of South Africa clearly contends that current affairs and news are not to be included in product placement. A further view at the report does not depict any restrictions of ethically charged products for product placement, such as tobacco and prescription medicines, nor does it limit the settings where the practice may be carried out, like in religious or even children’s programmes.

On the other hand, while such limits should not be discounted, it can be seen that product placement in South Africa is flexible and can be extensively explored in various mediums. The researcher opines that such limits as the no-restrictions on ethically charged products must not be discounted because of the message it sends to society. Undoubtedly, there is fear that customers will view the advertising industry as poisonous in that it does everything to sell products, irrespective of how they will affect them. Thus, this contradicts the issue of corporate social responsibility in marketing.

## **2.7 Conclusion**

The literature reviewed highlighted the history of product placement, its benefits, downsides and its forms. A thorough overview of how product placement is carried out in South Africa and how far it has gone was also discussed, as well as the legal framework within it. Since product placement affects various groups, customers and marketing consultants, their opinion about how it is done in South Africa was also evaluated. On the other hand, the fact that product placement is growing in South Africa was also noted by the product placement agencies that now exist in South Africa to make sure it is done well. This means that product placement has to be captivating and unique. Customers must be influenced in a non-conspicuous way, as such that exposure to the brand is not in the foreground, and there should be realism to the content of the medium (Beneke, 2012:1074). In this way, customers will get to enjoy the programme without feeling irritated.

## Chapter 3: The marketing communication process and product placement

### 3.1 Introduction

Communication is an essential aspect of marketing to make customers aware and engaged with products. In that light, it is very important for marketers to ensure effective communication with customers about products. Thus, marketing communication can be applied in respect to traditional means of advertising, known as the communication mix/promotional mix, as well as by modern means of communication. Modern communication is two-way interaction between the marketer and the customer, while traditional communication uses a one-way approach in which the marketer communicates to the consumer and the consumer is a passive recipient of the communication effort (Hanna, Crittenden & Rohm, 2011:279). However, the ability of traditional modes of advertisement today to result into communication effects is challenged.

Accordingly, the challenge has resulted due to media proliferation and fragmentation of the audience (Fill & Jamieson, 2006:2), as well as in technological advancements which give customers the flexibility to view only what they want to be exposed to by avoiding advertisements during commercial breaks (Kiley, 2006:3). These trends are said to have brought about excitement and worry to the communication industry (Lowrey *et al.*, 2005:114).

In that light, the researcher believes excitement is experienced by the audience who now have options to escape advertisements, while worry is felt by marketers who now have to adopt new communication tools to their advantage. Thus, the trend today in marketing communication is that more tools are being adopted in the communication mix that will result in effective communication, which includes, amongst others, product placement.

By the same token, for the marketing communication process to be effective, a decision has to be made on the components of the communication mix to use for targeting customers. These components are used specifically to interest the audience in the company's offerings and thus they can be traditional or modern components. The traditional components of communication inform, persuade and remind customers about products in a noticeable manner. Such components include advertising, sales promotion, direct marketing, personal selling and public relations. Therefore, product placement as a modern component has added to these tools and enhanced communication.



According to Fitch (2009:2), product placement is not the only part of non-traditional media, but it is a minor part that matches customers' lifestyles in a better and different way than television and basic print advertisements. Besides that, Kuhn, Hume and Love (2010:60) advise that, unlike traditional tools of marketing, product placement is not forceful in influencing the audience. Its promotional intent is rather less obvious as it leaves it up to the audience to figure out the message, hence it is known as a covert form of communication strategy.

It is important to note that product placement does share other characteristics and media, like newspapers, magazines, television, Internet, and others with some traditional modes of advertising. However, it will be discussed independently as a non-traditional mode of marketing communication.

### **3.2 Marketing Communication**

According to Soba and Aydin (2013:113), "marketing communication is an audience based activity that serves as a means by which brands and organisations are first presented to their audiences and then engaged with them over a long term." Hence, from the definition, it can be derived that marketing communication is an ongoing process, meaning that with time it is developed and advanced to better fit the current changes in the communication environment. Despite that, the definition is clear that at the centre of communication lies an important aspect and that is engagement with the target audience. Therefore, the researcher realises that for communication to be effective in the long run, marketers have to be observant of changes taking place in the media environment that affect customers' involvement with the message.

On the other hand, marketing communication is defined by Keller (2009:141) as "the means by which firms attempt to inform, persuade and remind consumers directly or indirectly about the products and brands they sell". The definition is also precise in that it highlights that communication can either be direct or indirect to influence audiences. Furthermore, this definition also brings back the idea that communication is not a one-time process; it is carried through all the stages of the product life cycle to have an impact. That is, after informing customers about available products in the market, it is very important to ensure that they develop interest by persuading them about the benefits of the product and, lastly, reminding them about a product so as to maintain a relationship with them. In this way, customers will become actively involved with the product at all relevant contact points.

Having considered the definitions of marketing communication as explained by other authors, it is also reasonable to look at the definition of marketing communication for the purposes of this study which covers product placement. Therefore, Marketing Communication is defined by the researcher as the product message designed to inform and create interest to customers on products available in the market by distributing the message through appealing realistic settings. This definition is coherently related to product placement because it highlights a very important factor about product placement, that it aims to influence audiences in entertaining environments as such that they do not realise its commercial intent, hence it is indirect.

It is suggested by Etzel, Walker and Stanton (2004:3) that the main basis of informing customers about products is to let customers know of their existence or otherwise they would fail in the market if no one knows about them. The authors also continue to explain that persuading and reminding customers is important because of the fierce competition suffered from the promotional programmes of other businesses. Thus, when companies realise that they are not operating outside of competition, they are likely to take every initiative to remain in contact with customers. Hence, marketing communication is said to determine the success of a company.

Given that Marketing communication determines the success of a company and its products, Klopper, Berndt, Chipp, Ismail, Roberts-Lombard, Subramani, Wakeham, Petzer, Hern, Saunders and Myers-Smith (2006:240) attest that the communication tools used should change from stage to stage, depending on the product life cycle. Also, it is important to focus on communication tools that communicate effectively with the audience.

### **3.2.1 The mission of marketing communication**

According to Wood (2004:23), the mission of communication is to announce new products, enhance the image of the company/products and to rectify incorrect information about products derived from sources outside the company.

### **3.2.2 Marketing communication objectives**

In reality, marketing communication objectives are many. However, it is important to note the fact proposed by Bird *et al.*, (2004:14) that marketing communication objectives are reliant on what businesses wish to gain from their marketing activities. This is true, as earlier noted earlier, that a product goes through various stages in its life cycle, thus requiring different communication efforts at each stage.

Baines, Fill and Page (2008:23) recognise that one of the marketing communication objectives is to stimulate sales. Banerjee (2009:4) shares the same view by demonstrating that “through communication, marketers try to cement their brand name in the mind of the target customers to increase intention to buy”. That is, when customers are knowledgeable about products, marketers hope that they will make an effort to purchase them overtime.

In the same vein, Praude and Bormane (2011:110) are of the view that marketing communication at the first stage aims to draw customers’ attention by having them develop interest in the product and then later on ensuring that they become brand loyal. Therefore, Kuhn (2008:40) is right to postulate that marketing communication objectives can be classified as cognitive, affective and conative in nature. That is to say, if a marketing communication objective is to create brand awareness, then it will require customers’ cognitive sense, whereas if it is to change attitudes toward the product, then it requires customers’ emotions, and if the objective is to ensure brand loyalty, then a conative response such as repeated purchase is expected from customers.

In essence, therefore, marketing communication objectives influence what customers should know about the product, how they should feel about it and, finally, how they should react towards it, given the information they know.

On the other hand, effective communication gives a company a competitive advantage. As a result, Keller (2009:141) suggests that effective dialogue and customer relationships are created through marketing communication because it represents the voice of the company and its products. That is, customers interact with each other both online and off-line about products they learned about from marketing communication efforts. The author goes on to clarify that marketing communication enables customers to see how or why the product is used, in which situations, and by what type of people. In this manner, the researcher believes that customers will be better informed about products in their decision making process.

Although the author also highlights that marketing communications make it possible for companies to associate their brands with people, places, things, feelings and experiences. Yet again, the researcher is of the view that when brands are associated with certain things, customer experiences with the brand are enhanced and good brand memory is built.

### **3.2.3 Barriers to Marketing communication**

In contention, marketing communication applications today are faced with some challenges that render communication ineffective and inefficient (Babacan, Akcali & Baytekin, 2012:1319). The authors state specifically that traditional methods of communication are proving less proficient in getting customers' attention.

The above fact has in so many ways been explained by media proliferation and audience fragmentation. Therefore, Laitinen (2009:15) adds that three obstacles have to be overcome for marketing communications to be successful. The author notes the first hindrance being the mode of message delivery, thus he suggests that a message has to be delivered in a way that customers will be aware of it. Also, that complete focus of customers to the message is necessary without any divided attention and, lastly, that the message be clear and easy to interpret.

Similarly, Kumar (2011) also reinforces that other barriers of communication include the fact that consumers selectively perceive advertising messages. Consumers easily do this by not paying attention to advertisements that are of no relevance to them. Also, they make use of remote controls to move from one programme to another in order to avoid advertisements during commercials. Thus, marketers have had to succeed in dealing with channel surfing by initialising the same advertisement on competing channels at the same time and this strategy is known as roadblocking.

In addition, Kumar (2011) points out that psychological noise is another major factor that distorts effective reception of the message. For example, competing advertising messages which create clutter, friends' opinions, and even the consumers' distracting thoughts. However, it is possible to combat noise by using contrast and teasers, placing commercials in specialised media, and repeating exposure to the message.

### **3.3 How marketing communication works**

Literature reveals that no one model can explain how marketing communication works, but that the AIDA model was the first attempt to show how to bring the customer closer to the product. In that sense, Klopper *et al.* (2006:377) posits that marketing communication has an influence on consumer behaviour because it takes customers along four stages of product familiarity. In this way, customers are prone to think about the product, develop feelings towards it, and behave in certain ways with regard to the product. The authors explain further that the AIDA model is at the heart of marketing communication because of its ability to

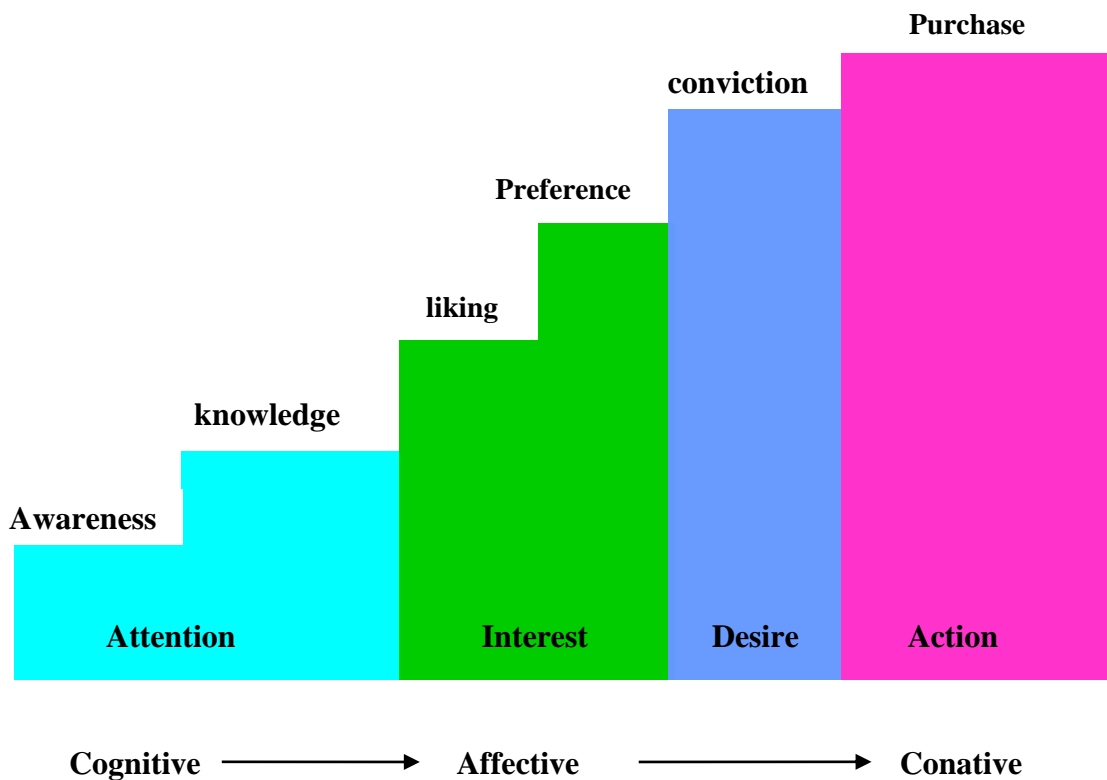
explicitly show what marketing communication strives for and in which order. Hence, Lamb, Hair, McDaniel, Boshoff, and Terblanche (2008:258) propose that the AIDA concept is a classical model for attaining marketing communication objectives.

To be able to understand how marketing communication works, the first step is aimed at getting the customers' attention to the product by creating awareness and gradually introducing knowledge about the product that can be understood. The second stage in the AIDA model mainly has to develop consumer interest in the product by building a positive predisposition towards the product and ensuring that customers prefer it over its alternatives. Thus, this stage is accomplished by stating merits that the product has over competitors' offerings.

In the third stage, the aim is to establish consumer desire for the product by convincing customers about the benefits of the product so that they can reach a favourable decision. Finally, having the customers' desire result into action is the basic function of any business, and consumers should then purchase the product and adopt it in their lives. Therefore, effective communication must address the four stages and get the customer involved with the message at each stage.

Given the stages outlined in the previous paragraphs, the researcher agrees that the four-stage process is a logical presentation to get customers induced and committed to the product and that each of the steps is highly dependent on the other to get the desired outcome. For instance, one cannot develop interest in a product if its appearance/logo/brand name have never captured his or her attention.

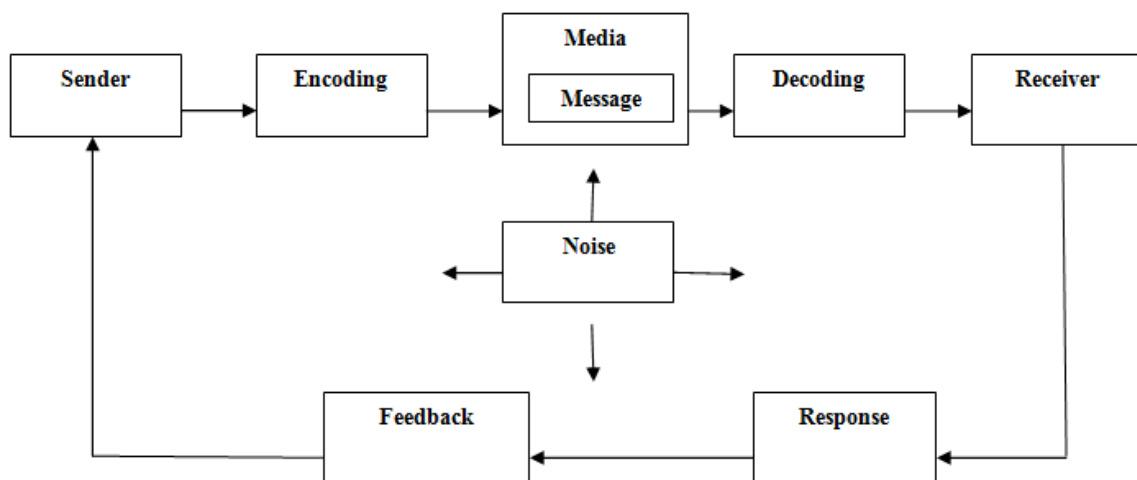
Figure 3-1 AIDA and the hierarchy of effects model



Source: Lamb, Hair, McDaniel, Boshoff, Terblanche, Elliot and Klopper (2010:354).

### 3.4 The marketing communication process.

Figure 3-2 The marketing communication process model



Source: Kotler and Keller (2009:514).

The marketing communication process model, like the AIDA model, reveals how marketing communication works. Through the marketing communication process, the marketer tries to communicate with the customer in such a way that the customer will understand the message and respond in the expected manner. Therefore, the communication process involves various stages.

The first major step in the communication process is for the marketer/company to send a message that is relevant and appealing to customers, as such that it will capture their attention. According to Laitinen (2009:13), the message is the visible and informative part of the complete marketing communication process and, therefore, it is imperative to deliver the main message effectively. Thus, after the marketer designs the core message to send, the next step is to encode it into a desired symbolic form. The way to encode the message is by choosing the appropriate mode to place the message in, because each mode has a different communication goal. For instance, the message could be seen through an advertisement.

Sequentially, Hughes and Fill (2007:48) propose that the appropriate media is then used to deliver the message to customers. Media constitutes all the channels which can be used to transfer the message from the sender to the receiver, and the channels can either be personal or non-personal. For instance, media can be classified into broadcast, print, outdoor, in-store, new media and others. This means that media is the means of communication. Thus, the message and the media are the most important communication tools in the process to be monitored. In that respect, Bird *et al.* (2004:360) highlight that effective transmission of the message involves selection of the media that will best reach customers.

Another significant factor which Bird *et al.* (2004:364) advise further is that in the communication process, communication is targeted at the receiver. Therefore, it is crucial for the receiver to be able to understand the meaning of the message accordingly. In that way, the receiver will respond to the message because he/she will have a clear meaning of it. Thus, the receiver's response communicates important feedback to the marketer/sender as to whether the message was appropriate.

Praude and Bormane (2011:111) stipulate that when the intended message has been understood, the customer will feel the need for the product and purchase it, and that, according to the researcher, is appropriate feedback. Namely, encoding, decoding, response and feedback serve as communication functions that also need to be analysed.

On the other hand, regardless of whether the sender sends the right message, there is always the threat of noise along the process which disrupts proper encoding and decoding of the message. According to Klopper *et al.* (2006:241), “noise is the term for anything that stops the message from being properly sent, properly received, or properly understood”. Bird *et al.* (2004) warns that noise could also be in the form of too many advertisements which ultimately confuse receivers of the message, rendering the message unclear. In essence, therefore, noise competes with effective communication.

By the same logic, it is important to note that there are trends in media that are rendering the present mediums ineffective. Findings from Dahlen, Lange and Smith (2010:356) reveal that “from a message reception perspective, audiences have become very fragmented and migrated from single exposure media to multiple content platforms.” This means that the communication process is posed with three threats: technology, such as PVR, Internet broadband, and video on demand which raise the amount of noise and now media/audience fragmentation.

While such challenges should not be discounted, one issue of importance with regard to the media is credibility. Hughes and Fill (2007:48) state that the trustworthiness of the source affects the way the message will be processed. The researcher believes that this is true because other sources of communication are not realistic and they tend to overstate the message leading to the source being unbelievable.

In the final analysis, the media challenge issue is very important to address in the marketing communication process, because communication in itself is the delivery of a message from a sender to the receiver through a medium. The fact that customers have more alternatives of which media to use has led to the trend towards media employed in product placement, hence the role of product placement within the marketing communication process will be reviewed.

### **3.5 The role of product placement in the Marketing communication Process**

According to Abrahamsson and Lindblom (2012:2), product placement has occupied a large area for marketers to include in their marketing communication mix. That is, product placement has merited itself on many factors that make it attractive for companies to employ. Hence, Lehu (2007:61) advises that product placement is not only recommended for communication of famous brands but even emerging brands, and critics can make good use



of it. This means that with time, every company will realise the importance of product placement and its future as a complementary tool in the marketing communication mix will be appreciated. As Sabour (2008:185) notes, more combined and indirect forms of communication, such as product placement, are needed in marketing communication mixes by simple virtue that consumers are promotion-saturated and more informed.

The sentiment expressed by Sabour (2008:185) embodies the view that consumers are now accustomed to promotions and their intent to such an extent that they ignore them. With that regard, the mood of receivers of the message involved in the marketing communication process is very important to observe. This is because when receivers of the message are sceptical towards it, the message will not have an impact and the marketing communication process will be rendered ineffective.

On the other hand, when consumers become promotion-saturated, they separate into different parts and it becomes difficult to hold their attention, hence message source takes precedence to evaluate and the invention of product placement as a result thereof.

An important factor to note with regard to effective marketing communication process is the communication environment. According to Banerjee (2009:6), the communication landscape today has changed dramatically. Traditionally, there were five major marketing communication channels, but today there have been major adjustments in the ways marketers communicate with customers.

There is a rapid transition towards new media and this transition is propelled by technology. Technology has given customers options for spending their leisure time. Through the use of personal video recorders, consumers can ignore advertisements and watch programmes in their own time. This means that, in literal terms, consumers have bargaining power over marketers, thus marketers have to adapt new ways of communicating with them.

The point raised in the above paragraph is also sustained by the fact that access to the remote control allows receivers of the message to mute sounds during commercial breaks or to skip advertisements all together. Meanwhile, mass media advertising is facing the problem of clutter and increasing costs, thus making it necessary to explore other tools which can influence customers effectively. As Armstrong, Kotler, Harker and Brennan (2009:225) state, in today's world, advertising can only achieve the desired result if the advertisement gets enough attention and is communicated well, because an average individual is exposed to

1600 advertisement messages a day. Therefore, this and many other reasons have given rise to the use of product placement.

In that light, Hampp (2010) also shared that PQ media reported branded entertainment marketing reaching R231.83 billion in 2009, with paid product placement approximated at R63.87 billion in 2014. Despite that, reports from PQ media in 2006 revealed that the compound annual growth rate for spending on alternate media techniques was 13%, while on traditional media it was only 2.2% from 2000 to 2005.

Also, within the alternative media grouping, branded entertainment/product placement spending was the largest, followed by online advertising. This shows that product placement is yet to grow in years to come. In essence, therefore, product placement is trusted to be a rising technique to effectively retain exposure and this has raised the profile of non-traditional forms of marketing communication (Kuhn, 2008:1).

Against the background of the preceding overview, the role of product placement within the marketing communication process lies within communication channels and providing feedback. The feedback gained from product placement is mostly brand awareness, product search and purchases. The ability of an organisation to communicate its messages well to receivers determines the success of the marketing communication process. Thus, the adaptation of product placement as a non-traditional way of communication has added to traditional elements of marketing communication and expanded the communication mix. This has given marketers a competitive advantage because they can use both strategies at the same time or independently and still come up with the desired impact.

On the other hand, the rapid numbers of media that can be used to reach customers include movies, sports, Internet, television shows, comics, computer games, books, events, music videos, and others. These media types of product placement have the ability to reach multiple audiences at the same time, guarantee exposure for a lengthy period, as well as generate the desired communication impact.

Apart from that, these media types have the capacity to support the current target audience's media habits. That is, consumers these days are difficult to reach because of the various activities they spend time on, thus product placement media is able to hold their attention specifically on these media. In addition, depending on the characteristics of the product, these

media types merit themselves on their prospectiveness to visualise and demonstrate product usage, as well as appear naturalistic and believable.

On the basis of many media platforms accessible, Wierenga (2012:18) suggests that selection decisions should be based on evaluative criteria of effectiveness and efficiency. It is paramount to note that the channels used by product placement cannot obviously be linked to the company and, therefore, they are effective because customers will trust them and pay attention. Kumar (2011) shares the same view that the message tends to be believed when the source is well respected and highly regarded. The author clarifies further that informal sources are trusted on the basis that they have nothing to gain from their suggestion. This means that when customers suspect a personal benefit for the source, they are likely to reject the message.

Noting the compelling importance of product placement, it could also be said that what product placement tries to do within the marketing communication process is to develop a clear route to transmit the message so that receivers of the message can understand and appreciate the intentions of message senders. That is, product placement offers credible and attractive communication which is desirable for customers because of its ability to reduce noise and render the message effective. Banerjee (2009:9) proposes, therefore, that the advantages of product placement are:

- Persuasive communication - power to convince audience in favour of the brand.
- Uninterrupted presence - be part of the situation and gain exposure automatically.
- Breaking ad clutter - out of crowd media place with commercial messages.
- Broad and easy reach - large area coverage because of wide reach.
- Cost effective - in terms of cost per contact over time.
- Non-aggressive - as part of the event, the role of brand is expected and accepted.
- Logical presentation - convincing because of its linkage with the events.
- New product launch - it helps to launch a brand and increase curiosity.

In the final analysis, the importance of product placement and its media within the marketing communication process cannot be ignored. However, Babacan *et al.* (2012:1319) strongly emphasise that television will always be an important media for targeting customers. The researcher believes this is true because even product placement takes advantage of television media through television shows. In retrospect, however, television experience is declining as

customers seem to do other activities while watching TV, such as browsing the Internet and chatting on social network sites (Mckinsey, 2006). That is, with television viewing, one can never guarantee a 100% focal attention to the message.

On the other hand, it is important to note that marketing communication is composed of three elements: the media, messages, and a set of tools (Laitinen, 2009:13). However, the contemporary model of the marketing communication mix highlights that in place of messages with product placement there is content (Hughes & Fill, 2007:51). This means that consumers today focus attention on content, not messages.

The above section covered the first secondary objective of this study which is to determine the role of product placement in the marketing communication process.

### **3.6 The Marketing Mix**

According to Bird *et al.* (2004:366), the manner in which customers can be influenced and approached is by applying the marketing mix. The marketing mix comprises four elements, the first being the product, price, place/distribution and promotion. That is, in order to influence customers, there has to be a product in place that will appeal to their needs, thus making product information the basic idea for communication. On the other hand, customers will buy the product when they know its price because they associate price with value and also when they are sure of how to get it.

It can be seen from the above analysis that the only way customers can know information in relation to the product is by marketing communication, which makes use of the fourth element of the marketing mix known as promotion. Bird *et al.* (2004:368) also highlight that, these elements can be controlled and they function as variables of the marketing strategy. The researcher believes that this is true. For instance, it is possible to add other elements to the promotional mix if the existing ones do not result in the desired impact, given trends in the communication landscape.

Despite that, it is important to note that marketing mix elements depend on each other (Lamb *et al.*, 2008:258). For example, even with the best product and good price, as long as the product is not known, the desired outcome will not be achieved. That is to say, customers will buy a product on the basis of good properties of all other elements, not when another element is lacking a special attribute. In retrospect, however, the element of interest in this research is

promotion. Therefore, it is important to note that promotion has its own elements which are used to communicate with customers.

### **3.7 The marketing communication mix/promotional mix**

The marketing communication mix refers to all the tools used to promote the company and its products to the target audience (Fill & Jamieson, 2006:13). These tools can be used in combination with each other or separately, and they each have a specific objective to achieve. According to the authors, marketers therefore make the existence of their products known to their target market in the following ways:

#### **3.7.1 Sales promotion**

It is the motivating activities done to stimulate sales of a product or service over a given period of time. This means that once they are over, marketers have to continue to promote their products in other ways to customers. Hence, Klopper *et al.* (2006:376) raises the idea that sales promotions assists other elements of the promotional mix to inform, persuade and remind customers about products offered in the market. On the other hand, sales promotions encourage quick response from customers by offering price cut-offs, samples, coupons, refunds/discounts premiums and others which are attractive opportunities for customers and thus also create brand awareness.

In contrast, however, sales promotions identify the sponsor and his intentions and therefore they lack in credibility. The lack of credibility from sales promotions leads the researcher to think they have also led to the trend towards product placement. Even so, Fill and Jamieson (2006:14) show that their added value and ability to create future sales is excellent and cannot be ignored, because it meets short-term financial performance which contributes to the macroeconomic need.

#### **3.7.2 Personal selling**

It is a marketing communication tool that revolves around a salesperson making a sales presentation to an audience about products and services offered by a company. Personal selling is a very flexible tool that allows the audience to ask questions to get clarity, thereby helping them to develop trust in the company and its products, as well as build relationships between the buyer and seller through interaction. On the other hand, personal selling is more suitable for complicated products that need additional information to convince the customer to buy, and where there is a lot of competition so that the seller can get the buyer's attention.

In addition, De Pelsmacker, Geuens and Van den Bergh (2010:456) point out that personal selling helps marketers' source information from customers about what competitors are doing to communicate with them, thus such information will help them have a competitive edge. Additionally, Klopper *et al.* (2006:379) note that the major advantage of personal selling is to result the marketing communication effort into action. This is true because customers who are satisfied with product information often commit themselves and buy on the spot, thus feedback is immediate.

### **3.7.3 Advertising**

According to Frey and Rudloff (2010:28), "Advertising is a one way, non-personal and planned paid promotion or message aimed at influencing the attitude and behaviour of a broad audience about a product or a service." With advertising, the marketer designs the message and authorises how it should be executed and, thus, has complete control over it. Advertising takes advantage of media platforms, such as television, newspapers, billboards, magazines, Internet, brochures, viral marketing and many others.

Fill and Jamieson (2006:23) highlight that advertising is a good and flexible tool because of its ability to reach many people at the same time, and even pre-segmented audiences. The researcher believes this is true because advertising makes use of mass media that is highly accessible to customers. Furthermore, the authors continue to advise that advertising costs are high, but because of its large reach, they can be reduced per customer contact compared to other elements in the promotional mix.

On the other hand, advertising can create brand awareness, enhance attitudes towards the product and stimulate sales. Despite that, advertising functions as one of the core tools of marketing communications. However, it has come to face challenges which have led to the introduction of the new tool in the promotional mix, known as product placement.

Table 2-1 Challenges faced by advertising agencies

<b>Challenges</b>	<b>Researchers</b>
<b>Increase in anti-advertising attitude</b> - owing to existence of time shifting devices like video recorders and commercial-free services like iPods.	Lee and Faber, 2007 Tauder, 2005
<b>Rise in Internet broadband usage and alternative advertising media</b> - which requires an accurate media combination for having successful advertising.	Clemons et al., 2007 Tauder, 2005
<b>Transform in programming opportunities and planning agenda</b> - as both media agents and communication distribution companies are stuck in a blur situation.	Tauder, 2005
<b>Loss in advertising effects on consumers' decision</b> - as consumers do not trust advertising information.	Clemons et al., 2007 Clemons, 2009
<b>Transform in consumers' decisions</b> - based on their own preference as they have more sources, information and knowledge about their favourite products	Clemons et al., 2007 Tauder, 2005
<b>Decline in advertising reach and credibility</b>	Tauder, 2005

Source: adapted from Mahyari (2010:15-16 - Master's Thesis)

### 3.7.4 Direct marketing

Direct marketing is a one to-one form of communication that allows marketers to target specific customers by personalising messages. Thus, it has the potential to build relationships with customers and encourage immediate sales if customers find the message relevant to them. Hesse, Kraft and Peter (2007:156) indicate that direct marketing can be employed over the Internet, direct mail, telemarketing, database management and several print media and broadcast.

On the other hand, Armstrong and Kotler (2009:229) present one of the merits of direct marketing as convenience for customers because they can buy from their homes where they

are more comfortable. Apart from that, shopping at home enables customers to save time of having to travel to the shop. Direct marketing also increases sales because customers can place orders for themselves and others.

### **3.7.5 Public relations and Publicity**

According to Klopper *et al.* (2006:388), public relations is a communication tool used to ensure that smooth relationships prevail between the organisation and its stakeholders. In this sense, it is important to note that organisational stakeholders involve more than just customers but also other relevant parties like the government and the media. Hence, the author continues to highlight that those good relationships can be maintained when a company has a good corporate image so that customers view it and the products it offers in a positive light.

Public relations is usually in the form of events/sponsorship and publicity. On the other hand, an aspect of public relations that makes it an effective communication tool is the fact that the news story is often out of the hands of the company; it is controlled by the media which only publicises the story if it is newsworthy, thus making it credible. At this juncture, it is important to also note that Lamb *et al.* (2008:255) classifies product placement as a form of publicity. This idea will be discussed further on in the chapter as there are some arguments that product placement is an independent tool of the promotional mix.

Despite the five traditional communication elements discussed above, word of mouth communication is also worth noting as an independent promotional tool, even though in most cases it is also classified as a form of publicity. According to Schiffman, Kanuk and Wisenblit (2010:210), word of mouth is believable because information about products is circulated by people outside the company who have experienced those products and do not stand to gain financially by spreading the information.

With word of mouth communication, consumers spread important information about products to each other either face to-face, through blogs, social networking sites and community sites. Schiffman *et al.* (2010:211) also note that word of mouth interaction is effective because its platforms enable it to reach many people at the same time, particularly when messages spread are positive.

### **3.7.6 Sponsorship (Events and experiences)**

Sponsorship is a form of publicity whereby an organisation, in exchange for specific sponsorship entitlements, directly provides needed resources to an event or activity for its



success (Du Plessis & Rousseau, 2007:15). It is mainly a mutual benefit for parties involved, thus the sponsoring organisation benefits a good image from the audience by assisting a social event while the sponsored company is able to pursue some activity with the resources provided. Sponsorship activities are normally linked to sports, social investments, entertainment and arts.

### **3.7.7 Social media and Interactive Marketing**

Another communication element which is fast dominating the communication environment is interactive marketing, which is made possible by the Internet media and powerful mobile technologies. The platforms for interactive marketing include mobile apps, websites, social media, blogs, e-commerce and other online promotions.

According to Cant, Brink and Brijball (2006:63), interactive marketing merits itself on the ability to display various and large amounts of information in the form of video, sound, graphics, animations and text. The authors go on further to state that, interactive marketing information can be stored for future use, is updated and is made available to anyone with Internet access. This communication element is effective and efficient because it allows relationships to be built and instant feedback to be obtained (Fill & Jamieson, 2006:16). For example, customers who are satisfied with the product information can readily purchase through interactive marketing channels.

### **3.7.8 The role of product placement in the promotional mix**

According to Van Reijmersdal, Smit and Neijens (2010:280), product placement has been a marketing communication tool for over 100 years. This means that product placement has long been practised in marketing communication, although it may not have been planned and organised. This is proven true by the fact that product placement saw status growth in marketing communication in the late 1970's (Van der Waldt, 2005:2). However, Babacan *et al.* (2012:1319) reinforce further that product placement, as well as television, are the oldest communication strategies. Therefore, the researcher postulates that product placement has regained its importance as a communication tool because the effectiveness of traditional marketing tools is challenged.

The reason why marketing communication applications are challenged is because modern-day customers are fragmented and knowledgeable about marketing tactics and their intent (Economist, 2005:14). Thus, when customers are fragmented it becomes difficult to hold their attention all at once and knowledgeable customers become sceptical, making

communication messages inefficient. Hudson and Hudson (2006:496) state, therefore, that product placement is now valuable and effective for companies as an independent communication tool.

Against the background of the preceding overview, the researcher also believes that product placement deserves a position in the promotional mix as an independent tool because it can be executed in so many media platforms that captivate attention and have mostly been enjoyed by customers in recent years.

Product placement, according to Kuhn (2008:1), is a communication tool that attaches messages about products and brands into non-commercial setting media content to influence audiences in a non-coercive manner. The author points out that even though product placement is displayed in non-commercial settings, it is done for commercial purposes. It is also worth noting that product placement can be initiated by the product company in an effort to develop brand awareness to boost sales or by the media company to enhance realism of the content by featuring the product.

Product placement is a marketing communication tool that is adapted most specifically to grab the customers' attention. That is, customers need to notice products and services offered in the market and product placement has the propensity to create product awareness as clearly as possible. Interestingly, McCarty (2004:49) emphatically states that "the hidden and secondary nature of product placements may not activate the processes that typically put a consumer on guard in the case of advertising". This means that most product placement is subtle and does not raise consumer defences that would lead to rejection of the message.

On the other hand, the inherent nature of product placement is that it is non-personal, therefore it has the ability of communicating with many customers at the same time. Besides that, Wierenga (2012:23) highlights that the view with regard to product placement is that it is a pleasant communication tool, because it is inconspicuous and thus it does not irritate customers. This is true as focal attention of customers with product placement is on entertainment content, not necessarily the product message. Therefore, marketers can market aggressively within product placement media because customers will perceive the products as part of entertainment content.

Whilst the discussion on the role of product placement in the marketing mix can go on and on, marketers have to think about the following points when deciding which elements of the communication mix to apply (Klopper *et al.*, 2006:245):

- The nature and feature of the product or service.
- The nature and features of the market.
- The size, nature and features of the target audience.
- The goals of the organisation.
- The financial and other resources of the organisation.
- The marketing communication activity of the competitors.
- The nature of the external environment.
- The cost of marketing communication: how wide it will reach and how often it will happen.
- The stage of the product life cycle.
- Whether or not marketing communication is available.
- The level that the organisation wants for the positioning of the brand and product.

#### *3.7.8.1 The paradoxical relationship of product placement with traditional elements of the promotional mix*

Although product placement is viewed in many cases as an independent communication tool, it does bear similar characteristics with other traditional elements of communication. First and foremost, product placement is classified along with sponsorship as publicity forms. Therefore, it does share some characteristics with sponsorship, but the two forms are different in application.

According to Hughes and Fill (2007:50), product placement differs from sponsorship in the communication elements applied. Apparently, product placement communication elements are the logo/visual means, audio/verbal and product usage, whereas sponsorship elements are just the logo and verbal means. Despite that, the task of sponsorship goes beyond enhancing sales to reflecting on the objectives of corporate social responsibility and employee acquisition while product placement is not resembled in those two latter aspects. Other differences of sponsorship to product placement indicate that the communication scale of product placement is from national to global, whereas sponsorship communication scale is from local to global (Kajansinkko, 2001:93). The author goes on to highlight that the cost efficiency in product placement is high, unlike in sponsorship where it is moderate to high. In

retrospect, however, the two forms of publicity are similar in that they are both implemented to target a pre-segmented group of customers in an indirect manner that is non-traditional and less costly (Hughes & Fill, 2007:51). This means that both forms have the ability to avoid increasing traditional costs of promotion while also attempting to escape clutter in communications in a subtle way.

Hughes and Fill (2007:52) continue to state that product placement and sponsorship are similar in that they both aim to improve the image of the company/product and to create brand awareness. The researcher argues that this is true because the appearance of the brand in both settings (event/media content) is done in a positive light one that helps customers to develop positive brand associations. On the other hand, the authors further derive that whenever it involves a fee being paid to the production company to have the product featured for visibility purposes, product placements resemble sponsorships.

Correspondingly, product placement appears to be a publicity form in instances where placements are based on barter agreements (Hughes & Fill, 2007:53). That is, the exchange process makes product placement carry the free notion character of publicity. Besides that, according to Wild, Wild and Han (2006:43), product placement is classified as a publicity tool because it does not identify the sponsor. That is, they are both trustworthy tools because they appear to provide relevant information about products for no financial benefit.

Product placement as part of public relations serves the external and internal function of generating press releases and exposures (Russell & Belch, 2005:83). That is, product placement attracts media attention which then helps customers to get exposed to products as they read about them in news stories, thus also bringing the idea of credibility as public relations does not state its promotional motive. Both product placement and public relations have the ability to catch customers' attention unexpectedly. However, public relations and product placement differ because product placement is aimed at brand visibility for transaction purposes while public relations aims at relationship building with relevant parties for corporate reputation and brand loyalty.

On the other hand, product placement also appears to have characteristics of sales promotions and advertising, and for that reason it has come to be known as a hybrid promotional technique (Hackley, Tiwsakul & Preuss, 2008:114). This means that product placement may be used in a fully integrated promotional campaign with other promotional elements.

In the face of such similarities, product placement does characterise sales promotions in that they create brand awareness and change customer attitudes as well as help customers take quick action. By the same logic, Russell and Belch (2005:78) suggests that due to the rapid trend towards cross-promotions, placements are linked with sales promotions. This is so because multiple brands become visible in a cross-promotion, thus creating brand awareness. Therefore, if more than one brand is placed in media content at the same time, then those brands are likely to be viewed as being promoted.

Besides that, sales promotions are primarily aimed at encouraging trial or purchase and product placements motivate the same effect because of their inherent ability to associate products with a lifestyle and demonstrate them in naturalistic settings. Thus, both tools are suitable for introducing new products to the market and one can be seen as the other in certain cases. Even though product placement and sales promotion share the similarity of developing active audience interest, they are different in that sales promotions are likely to reveal the source while product placements do not. Also, sales promotions are for a short period of time, whereas product placements have a longer lifespan over media content.

Taking the argument further, Chen and Deterding (2013:43) propose that some customers regard product placement as one type of advertising that has the ability to generate profit for a company. The classification of product placement as an advertising technique could be, amongst many reasons, because product placement is non-personal just like advertising, and the message is delivered through similar mass media such as movies, television, and games (Kuhn, 2008:43). Despite that, Balasubramanian, Karrh and Patwardhan (2006:117) emphasise that product placements demonstrate product usage in an indirect manner, not necessarily detailed information about products and their function. Hence, they represent transformational advertising.

On the same token, an interesting fact to note is that when customers have a positive attitude toward the advertisement, they will ultimately also like the placement in media content and vice versa (Balasubramanian et al., 2006:122). The authors also posit that the negative attitude towards the advertisement will adversely affect processing of the message the same way as a bad product placement will make customers view media content which is carelessly planned. However, the researcher warns that regarding product placement as a form of advertising creates confusion because the two concepts are different, starting from their definitions and theories.

Despite these similarities, a major difference between advertising and product placement lies in the fact that criticism of advertising effectiveness due to clutter has resulted in product placement. This means that product placement is adapted to solve the problem in advertising communication. Despite that, since the product in product placement is presented within a storyline, the persuasive intent is secondary to communication, as opposed to advertising. Also, according to Friedman (2005:26), product placements are not always paid for, as opposed to advertisements. That is, there are instances where the product is given, at no costs, to be featured into media content, or where barter arrangements are made. Certainly, the two concepts are different and the table below shows in which aspects.

Table 3-2 Differences between advertising and product placement

<b>Advertisements</b>	<b>Product placements</b>
Message accompanies and is therefore distinct from editorial content.	Message is imbedded in, and is therefore not distinct from editorial content.
Accommodates mood spill-over effects from program to message.	They facilitate mood spill-over effects better than advertisements.
They can run over the informational/transformational continuum.	They are more transformational than informational
They can range over the argument/drama continuum.	They are closer to drama than to arguments.
They are characterised by low levels of disguise and obtrusiveness	They have high levels of disguise and obtrusiveness.
They identify the sponsor	They do not identify the sponsor.
Informational/argument advertisements are processed in an evaluative way.	Product placements are likely to be processed empathetically.

Source: adapted from Balasubramanian, Karrh and Patwardhan (2006:135).

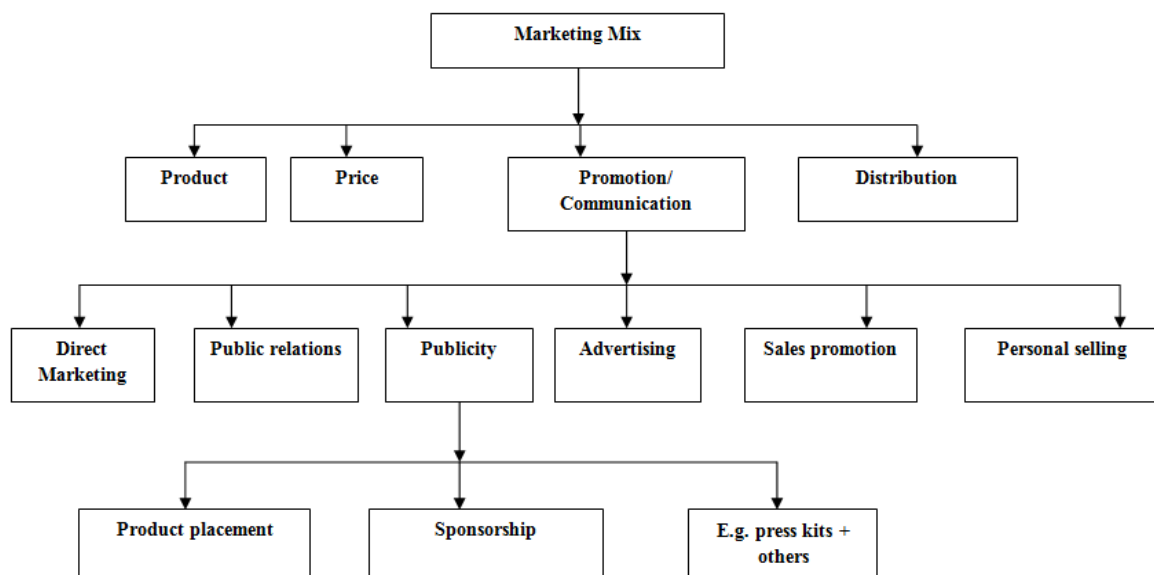
With regards to personal selling, a relationship can also be established between personal selling and product placements, in that they both encourage product trial when customers find the message appealing to them. Beyond that, both communication tools have the ability to avoid advertising clutter by at least presenting products of the same company/brand at the same time and not different brands which customers tend to avoid because they confuse them.

In contention, however, product placements are not employed in a formal and personal manner; they are carried out in an entertaining non-personal manner that attracts the attention

of massive audiences. Taking the argument further, direct marketing seemingly characterises product placement by its ability to generate immediate sales through product trial if customers are interested, but both techniques differ substantially.

The figure below depicts that the number of elements in the marketing communication mix is highly dependent on one's own perception of whether some elements deserve to stand on their own. This means that no communication element is more important than others, so even product placement can still be an independent communication tool and increase the number of elements in the promotion mix.

Figure 3-3 Product placement in the marketing communication mix



Source: adapted from Smith (1998:7), Kotler (1997:605), Ailloni-charas (1984:6-7), Pickton & Broderick (2001:7-8).

According to Kuhn (2008:39), in most cases, product placement is a communication tool which is practised to attain key consumer behaviour outcomes. Consumer behaviour outcomes are the actions that consumers display towards the product after being exposed to a marketing communication tool. It is important to note that these actions can be favourable or unfavourable, regardless of the communication objective. Such outcomes include brand awareness, brand attitude, brand recall, brand attachment, brand loyalty, brand love, purchase intention and consumer involvement with the product. Hence, the outcome that is of particular interest in this study is the level of consumer involvement with the product brought about by product placement.

## 3.8 Consumer involvement

### 3.8.1 Introduction

The major reason why marketers communicate with consumers is to get them involved with products by the messages delivered. When consumers are engaged with products, the message delivered and the communication tool used become effective. Hence, it is vital for marketers to know how consumers respond to messages about products, based on their involvement with those products. According to McNamara (2014), the core category of studying consumer involvement is to get the basic idea of how consumers behave. This indicates that involvement is a concept from social psychology.

Given that involvement is a behavioural concept, marketers are able to understand it as one of the factors that guide how effective the communication and its mode are. This is because involved consumers display behaviours such as information searching, information processes and decision making (Nelmapius, Boshoff, Calitz & Klemz, 2005:4). In this regard, highly involved consumers experience an urge to behave in a particular way as an expression of greater interest in the product. Hence, consumer involvement is described by Hoyer, MacInnis and Pieters (2013:47) as “the psychological state of a motivated consumer”.

In that light, Guthrie and Kim (2009:116) advise that the state of arousal is propelled by the significance of the product to the consumer based on personal meaning and self-concept. The authors continue to highlight that consumer involvement evolved from ego involvement, which explains individuals' connection with an object.

Having considered that involvement is a conative nature outcome, it is also imperative to study its influence on the effectiveness of product placement. Product placement, as described by Schiffman, Bednall, O'cass, Paladino, Ward and Kanuk (2008:288), is known to make individuals feel inclined to relate the stimulus object with their own personal lives. That is to say, individuals make these connections by dividing their attentional resources between media content and the product integrated in that media. Therefore, when consumers view a product in media content that appeals to their self-concept, they are likely to become involved with the product. It can therefore be derived that consumer involvement helps marketers understand the effectiveness of product placements, and that consumer attention to the programme is necessary for consumer involvement.

Similarly, the extent to which consumers are involved with a specific product recognised in media content helps marketers design appropriate marketing strategies. This means that



consumer involvement guides communication behaviours/disciplines. On the other hand, it is important to know the reasons why consumers buy products. Therefore, this study addresses the impact of product placement on consumer involvement.

### **3.9 Theory on consumer involvement**

#### **3.9.1 Objects of consumer involvement**

Consumer involvement is highly dependent on the manner in which consumers react towards the object, hence it is important to study the objects of consumer involvement.

Consumer involvement can be towards elements of the marketing mix. That is, the consumer can be involved with the product, price, place and the promotional activity. Love, Voges and Pope (2012:43) reinforce this notion by stating that consumers are either involved with a particular product or brand, the product category, or the communication messages linked to these products and brand categories.

Furthermore, consumers get involved with consumption related decisions/experiences as well, such as how they are going to acquire the product, use it and dispose it. Thus, depending on individual consumers' interests, consumers get involved with different aspects of marketing strategy and decision making. In this regard, consumer involvement objects are classified by Choubtarash, Mahdieh and Marnani (2013:281) as attributable to three categories, namely product involvement, purchase involvement and advertising involvement.

Purchase involvement is experienced mentally by the consumer upon exposure to the stimulus, while product involvement is experienced by the consumer given the properties of the product that are relevant to him/her. On the other hand, advertising involvement is relevant to how the consumer responds to the advertisement message after being exposed to an advert, provided they were paying attention to the message. The use of the term purchase involvement can also be referred to as action involvement.

Nonetheless, involvement categories have continued to increase. Hoyer *et al.* (2013:48) mentions that consumers can become involved with the medium and this is known as programme involvement. Additionally, the fifth category of consumer involvement in today's marketing environment is placement involvement. Therefore, the researcher believes that product/brand involvement, purchase involvement, media involvement and placement involvement come about as a result of product placement.

Whilst the discussion in the preceding paragraphs looked at all involvement categories, the focus of this research will be on placement involvement. By integrating products in media content, consumers are prone to pay attention to the media where products are placed, thereby recognising products which they ultimately get involved with. Celsi and Olson (quoted by Love *et al.*, 2012:44) reinforce the idea by attesting that “Involvement with a viewed programme motivated consumers to increase their level of attention to the information presented and their subsequent comprehension of that information.” The researcher is of the view that the information presented in media content that consumers pay attention to includes messages about products.

According to De Pelsmacker and Cauberghe (2008:451), a car is classified as a high involvement product. Therefore, in this study, product placement of cars will be the object of involvement within the context of shopping malls, Internet, magazines and auto shows. The authors also state that high involvement products make consumers more involved with them by regarding the product with greater importance. Hence, the intensity and persistence of consumer involvement will be reviewed.

### **3.9.2 Degree of intensity and level of persistence of consumer involvement**

Consumers can either be passive or active when they view a product in media content, hence it is important to study the degree of consumer involvement and their behaviours.

According to Schiffman *et al.* (2008:270), consumers face different intensities with objects of involvement; they can either be highly involved with objects or less involved. Consumers who are highly involved engage themselves with the object completely and feel positive about it, whereas the less involved consumers are less enthusiastic and more withdrawn from the object. Given that consumers are involved with the product in media content, they will exhibit different types of involvement depending on the nature of the product. This is due to the fact that some products are more complicated and expensive than others and therefore a lot of risk and effort goes into the decision to purchase them. For example, a car requires high involvement from the consumer because it is expensive and complicated.

Noting the inherent nature of high involvement products, consumers will then voluntarily search for more information in relation to those products and evaluate more alternatives to ensure that they are making the right choice (Love *et al.*, 2012:44). The other reason why these products are highly involving is because they have personal meaning to the consumer. Balaagalya (2011) also posits that consumers who are more involved with the product talk

about it most of the time compared to others, and process information about the product at a greater level of understanding. The researcher argues that they leave no aspect about the product in question, hence they are seen shopping around and talking to sales people, all in search of information relating to the product.

On the other hand, against the background of the preceding overview, it is important to note that consumers experience a certain degree of persistence towards the involvement object. That is, consumer involvement can either be enduring or situational. According to Hoyer *et al.* (2013:48), enduring involvement is experienced by the consumer for a lengthy period of time, whereas situational involvement is short-term. This means that enduring involvement is ongoing and is reliant on the idea that the consumer preserves an interest in the product over time. Therefore, enduring involvement can last until the consumer has found all the necessary information in relation to the product and are satisfied with it.

Sheth and Mittal (2004:77) further highlight that enduring involvement can also be regarded as deep involvement. It affects the behaviour of consumers as such that they know more about the product, to the extent that they can serve as opinion leaders. Also, such consumers make it a point to consume more of the product and are prepared to spend more for the product (in terms of money, time and effort).

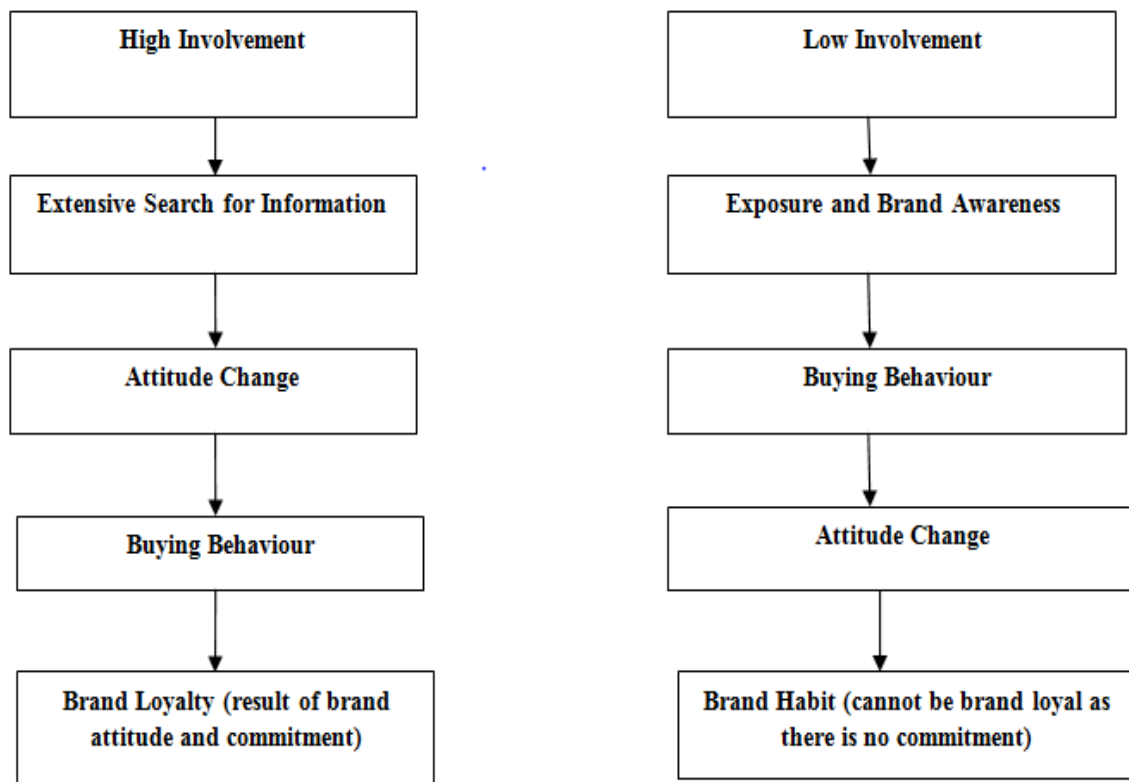
In addition, deeply involved consumers like to experiment with new products and can act as sources for new product ideas as well as lead users. In this way, it can be realised that enduring involvement is stable and cannot be impaired in any way, because it is based on the consumer's voluntary interest to continue interaction with the object. Guthrie and Kim (2009:116) thus state that it is identifiable with few products that have personal relevance to the consumer, based on past encounter with them. Hoyer *et al.* (2013:48) provides the example that consumers who like cars show enduring involvement with them. The authors indicate that such consumers regularly keep interaction with cars to signal their interest by attending auto shows, going to dealerships and visiting car websites.

Conversely, situational involvement is more reliant on the situation at hand to activate consumer interest. This means that it is brought about by certain factors such as durability of products and the mood of the customer at a particular time. Hence, situational involvement is neither stable nor reliable as it can change at any given time, depending on the current situation.

Wang, Wang and Farn (2009:3), reinforce that “Situational sources of involvement come from the immediate environment of the consumer and are dynamic and changeable in nature.” The researcher believes that situational involvement is common for products that consumers are not familiar with and that promotional activities such as sales promotions can stimulate it.

Given the current high profile debate on high involvement, it is also reasonable to look at low involvement. Consumers who are less involved with products require less thought, energy and time to process information about them. Such products are normally purchased based on intuition, because they are less expensive and bear no risk with them. Furthermore, low involvement products are bought regularly and decisions about their purchase rely on habitual buying behaviour, such as impulse. Therefore, there is no commitment that is placed on them.

Figure 3-4 The level of involvement in terms of brand loyalty



Source: Cant, Brink and Brijball (2006:241)

On the other hand, it is important to note that the different degrees of consumer involvement trigger cognitive processing of information about objects of involvement using the elaboration likelihood model. According to Bhatnagar, Aksoy and Malkoc (2004:111), when consumers are highly involved with a product, they use the central route processing whereas

when they are less involved they use peripheral route processing. That is, central route processing is employed when the consumer is very interested in the product and goes to a greater length to understand information in relation to the product. Therefore, information processing is based on careful reasoning of important aspects about the information, while with peripheral route processing, the consumer does not see the product as very important and therefore uses simple heuristics to process information about the product.

Based on the above note, Kotler and Keller (2009:129) highlight that some of the simple heuristics that consumers use to process information in the peripheral route processing include getting information from a reliable source, celebrity endorsement, appealing packaging and other cues that make the consumer view the product positively. The researcher is of the opinion that any type of processing depends on the state of arousal of the consumer; the higher the state of arousal the more information processing and the lower the state of arousal the less information processing. Therefore, it is imperative to be aware that either type of processing influences consumer behaviour.

According to Gangadharbatla (2006:51), “product placements are most likely processed through the peripheral route since the message involved in product placements is usually the image or mention of a brandname, logo or packaging.” The researcher believes this is true to a certain extent, however, it is important not to assume the applicability of this statement in all cases. That is, depending on the type of product, its expensiveness, complicatedness and personal relevance, the consumer will also need to process product placements rationally using the central route processing.

It could be seen from the above analysis that consumers become involved with objects for many reasons. Therefore, the antecedents of consumer involvement will be discussed below to gain understanding of what guides consumer behaviour.

### **3.9.3 Factors influencing the level of consumer involvement**

According to Rathore (2010), antecedents to the level of consumer involvement include personal factors, situational factors and object factors. With regard to personal factors, the consumer as a person is aroused by the object because it addresses his/her psychological needs, interests and values. Thus, the consumer holds the object in high regard, because it is personally relevant. This means that the higher the level of involvement, the more important the product is to the consumer.

Given that high involvement relates to the self, involvement in some contexts is described by Ghafelehbash, Asadollahi and Nikfar (2011:494) as “a personal level and internal variable that refer to personal dependency and purposes”. For example, a consumer may view a bicycle as an important object because it helps him/her to exercise. Therefore, the level of consumer involvement varies per individual depending on how personally relevant the object is to the individual consumer.

Taking the argument further, personal factors reveal what the consumer thinks and feels about an object in a given circumstance (VonRiesen & Herndon, 2011:329). In most cases, products that express who the consumer is, and those that represent the current lifestyle or are approved by society, result in high involvement.

On the other hand, situational factors relate to the prevailing events that the consumer is confronted with. That is, a particular situation before the consumer may evoke consumer involvement and such situations amongst others include the purchase, use and occasion. For instance, if a consumer is going to a wedding, he/she will be interested in wedding gifts and spend more time looking for suitable ones. The researcher argues that consumers are not always faced with same situations all the time, hence, the level of consumer involvement will change based on the current situation. This means that at sometimes the level of involvement will be high and at others low, because the current situation activates the consumer to act in a certain way.

With regard to object/stimulus factors, Rathore (2010) states that consumers assess the object's ability to satisfy their need, based on differentiation of alternatives, source of communication and content of communication. That is, the consumer becomes highly involved when the information about the product is relevant to what he/she is looking for in the product and also when the message is delivered from the source, the customer would likely pay attention because they enjoy it.

Furthermore, when the object of involvement differs a lot from others, the consumer will evaluate more alternatives to make the right choice based on his/her needs. On the same notion, consumers who are knowledgeable about a product or have had past experience with it, will not have the same level of involvement as those who are ignorant. This means that unfamiliarity with the object creates more eagerness, arousal and willingness to learn if the object will satisfy a need.

It could be seen that factors influencing the level of consumer involvement are very important to evaluate. Such factors help marketers design marketing strategies that will have an impact on consumers for them to purchase products. Hence, it is important to ensure that consumers have the opportunity and ability to process objects in order for them to become highly involved.

### **3.9. 4 Types of consumer involvement**

According to Craig (2013:23), consumers undergo three consumer involvement stages in relation to product placements. The first outcome with regard to high involvement objects is the cognitive stage. The cognitive stage involves thinking about the information in a way that is cautious and logical, in relation to the object after being exposed to it. Therefore, as the consumer thinks about the object, he/she becomes aware and knowledgeable about it and that is the first stage in the hierarchy of effects model. This means that the hierarchy of effects indicates how consumers process objects of involvement.

In contrast, consumers also experience emotions after viewing objects of involvement. These emotions are felt when the object brings positive associations to mind that the consumer can relate to. Such feelings are based on passion and desire and may include, amongst others, joy, entertainment, unionism, self-expression, comfort and trust. The emotional stage thus influences the consumers liking of the object, preference for it and conviction about buying it.

Given the cognitive and emotional stages outlined in the previous paragraph, it is quite predictable that consumers are likely to engage in response factors to show their level of consumer involvement. At the behavioural stage, consumers either transmit information about the object or purchase it. The implication, therefore, is for marketers to monitor response factors based on cognition and affection of consumers. However, it is important to note that these types of involvement are reversed with low involvement objects.

This section covered the six secondary objective of this study which is to examine the types of involvement engaged with product placement.

## 3.10 The relationship between product placement and consumer involvement

### 3.10.1 Emotions and attention towards the programme

A programme has to be likable by the target audience to impact on their emotions. According to Kotler and Keller (2009:35), a source can be attractive when it is humorous and natural. In that sense, the emotional appeal of the programme makes customers focus completely on the programme and be involved with it. For example, the repeated exposure of an unconditioned stimulus (programme) to a conditioned stimulus (celebrity using a product) arouses consumers' emotions and attention towards the programme. Thus, the more positive feelings consumers have towards the programme, the more attention they will pay to it. Jin and Villegas (2007:246) also confirm that consumers become completely focused on a programme when humour is used. This means that the more attention customers pay to a programme through its ability to address their interests, the more they become involved with it.

**H1:** Consumers' positive emotions towards the programme have an influence on their attention towards the programme and vice versa.

### 3.10.2 Involvement towards the programme

Van Reijmersdal, Neijens and Smit's (2005:45) findings reveal that attention towards a programme influences positive evaluation of the programme itself by its viewers. According to McCarty (2004:49), consumers process product placements by linking the product with the positive psychological feelings derived from the programme. That is, each time consumers remember how good they felt when they were watching a programme, they remember and think about products they saw within the lines of that programme.

It can be seen from the above analysis that the process of pairing the unconditioned stimulus (programme) with the conditioned stimulus (product/brand) makes product placement effective. This is called positive paired association/classical conditioning. In the same vein, positive paired association can be achieved by using celebrity endorsements (Tsai, Liang & Liu, 2007:7). The researcher argues that consumers admire and trust celebrities, hence they value and have interest in products that are used by them. Therefore, positive character



association induces programme involvement. The author's further point out that conditioning happens below the consumer's level of conscious awareness. This means that even though consumers see products in a programme, they are not able to directly understand their intent, hence product placement is known as a subliminal form of advertising.

**H2:** Consumers' positive attention towards the programme has an influence on their involvement towards the programme.

**H3:** Consumers' positive emotions towards the programme has an influence on their involvement towards the programme.

### 3.10.3 Involvement towards the placed product

According to Balasubramanian *et al.* (2006:120), the more engaged consumers are with media content, the higher the possibility for them to use embedded brands that express their identity. Thus, consumers are constantly searching for products that reveal who they are and will therefore not escape noticing such products in media content and become involved with them. In that respect, product placement is designed to add realism in media content and induce consumers to try out products by perceiving them as relevant. The researcher observes, therefore, that product placements succeed because of their linkage to the main events.

Having discussed how consumers process product placements, it is also reasonable to look at how consumers behave after seeing products in media content. Banerjee (2009:20) states that one of the response factors of consumer involvement due to product placement is the level of information sought in the market concerning the product. The researcher believes that, consumers actually search for information because they are considering buying the product that is appealing to them. Therefore, as consumers become more engaged, they will attempt to collect information, analyse it and integrate it with other information that assists to make a decision to purchase the product.

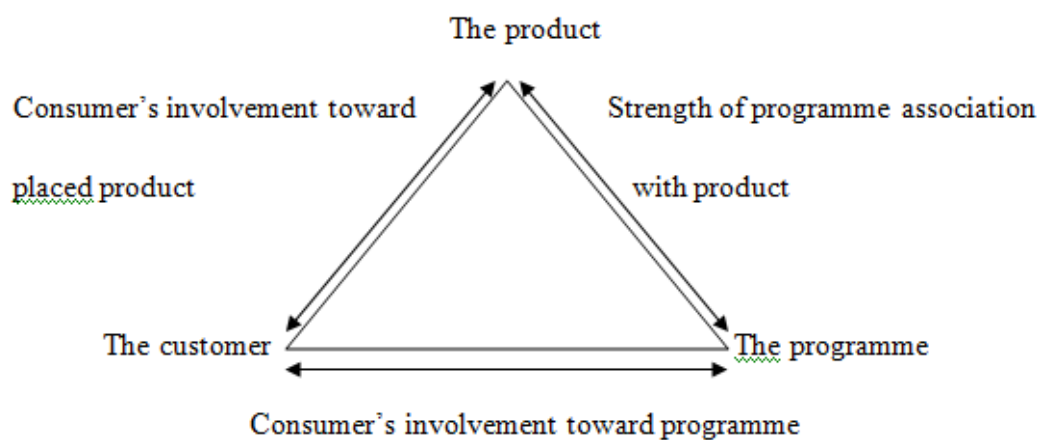
George and Edward (2009:9) also highlight that involved consumers use a variety of sources to look for information. They do internal searches and external searches from both personal and media sources, such as consumer reports, consultants and catalogues.

In the final analysis, given that consumers are faced with a high involvement product, they are prone to use an external search particularly friends' views, because they are considered

reliable. On the other hand, since involved consumers experience a feeling of pleasure, they are more likely to transmit positive information about products to other consumers with relative ease through word of mouth. Besides that, the behaviour of highly involved consumers is post-decision action. That is, after evaluating alternatives based on the information gathered, the consumer is supposed to make a decision of buying the product. Undoubtedly, a more involved consumer will evaluate a product after purchasing it to confirm expectations of product relevance.

**H4:** Consumers’ positive involvement towards the programme and the strength of programme association with the product has an influence on their involvement towards the placed product.

Figure 3-5 Consumer involvement with the product placed in programmes



Source: Developed by the author (2015)

According to Bhatnagar *et al.* (2004:100), consumers who are engaged with the content of the programme, influence the effectiveness of product placements. This means that products in media content are able to hold consumers’ attention and this is good information for marketers, since they are striving hard for their products to be noticed and given consideration in the competitive advertising landscape. Therefore, marketers attain

consumers' attention by avoiding clutter in other advertising techniques by practicing product placement.

In that respect, Kim, Haley and Koo (2009:67) attest that marketers want to employ advertising that motivates the consumer to devote their time and mind with the marketing message. That is, marketers do not want consumers to avoid messages and be doubtful about them, hence product placement aims to bring the product to life through entertainment media.

### **3.11 Psychological processes and product placement**

To be able to understand, on one side, McCarty (2004:48) notes that consumers use the mere-exposure effect to process product placements in media and become involved with them. That is, consumers can become involved with products just by seeing them or hearing them mentioned in media content. In that way, product placement creates curiosity and interest in consumers as such that they want to learn more about the product, thus they devote their mental effort.

Since product placement does not make consumers consciously aware of its intent, they will not avoid exposure to products but instead will elaborate upon them in their minds, because they will be accessible in memory. Tsai *et al.* (2007:9) advises that the subliminal influence in product placement takes advantage of the fact that consumers' defence mechanisms are deactivated as they are not aware that it is advertising they are exposed to. Therefore, consumers are not sceptical about product placements and they develop interest with products and become more involved.

Furthermore, another way that product placement in the media is able to impact consumer involvement by subliminal influence is through the seamlessness of presentation. This means that there should be a smooth integration of the product into media content, as such that the unconditioned and conditioned stimuli combine well without irritating consumers. The researcher states that upon viewing product placements, consumers should think that the product is rightfully featured in the programme.

### **3.12 The level of consumer involvement placed on a car as a result of product placement**

Amongst many researchers, there is a general agreement that a car is classified as a high involvement product. This opinion may be derived from the fact that a car is expensive and has high differentiation properties, which would make consumers spend the necessary time and effort in evaluating it before purchase. Also, a car has intrinsic properties that cause it to

be identified with social identity statements. That is, most consumers are not on the same page from a functional point of view when it comes to cars. For example, some consumers buy a car mainly for its comfort or status. Therefore, the value that is placed on a car makes its purchase and use important.

### **3.13 Conclusion**

Overall, understanding the dimensions of consumer involvement will help marketers to understand how consumers become involved with objects, and thus develop appropriate response programmes. This is so because consumer involvement response factors assists marketers to understand how consumers make decisions to buy products. Product placement as a marketing communication tool makes consumers aware of products and become actively involved with them. This means that product placement serves to the marketers' advantage by activating consumer involvement.

## Chapter 4: Methodology

### 4.1 Introduction

In this chapter, a clear layout of the research process is outlined. Therefore, consideration of the research design, sample selection, data collection process and data analysis techniques that are used are specified with proper rationale. On the other hand, a conceptual model diagram that will help answer some of the research objectives in this study is illustrated with its propositions.

#### 4.1.1 Purpose of research

There are three basic types of scientific research, namely explorative, descriptive and explanatory research. Explorative research is research that gathers preliminary information in relation to the topic of interest to test its feasibility on a large study (Brink *et al.*, 2012:10). On the other hand, with descriptive research “the researcher may have a general understanding of the research problem, but conclusive evidence that provides answers to the question should still be collected to determine a course of action” (Gerber-Nel, Heppell, Ballantyne & Sala, 2005:32). Explanatory research is used in situations that go further than description to invite theory and theoretical explanations (Creswell, Ebersohn, Eloff, Ferreira, Ivankova, Jansen, Nieuwenhuis, Pietersen, Plano Clark & van de Westhuizen, 2010:99). However, the purpose of this research was explorative and descriptive in nature.

The reason why this study is explorative is because the researcher was not yet completely sure about the nature or extent of the research problem, which necessitated additional research to provide more conclusive evidence. Despite that, the study is explorative because extensive secondary data sources were used to get background information on the research problem, which allowed the researcher to narrow the focus of the research and devise more relevant research questions. At the same time, descriptive research fits the purpose of this study by following directly from the research topic, which in this case, describes the relationship of the research problem at the moment after developing a thorough understanding on the topic.

#### 4.1.2 Type of research: Basic research vs. Applied research

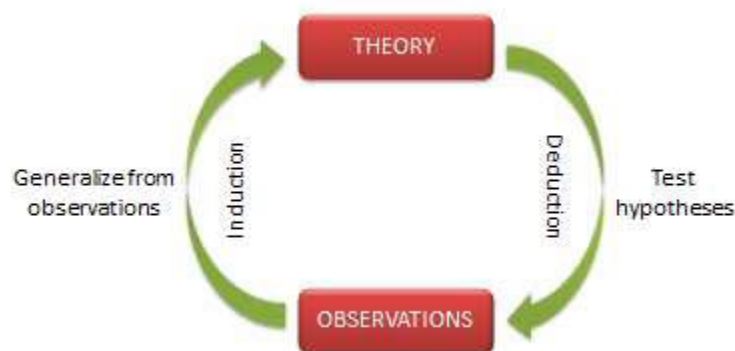
Basic research attempts to determine or establish fundamental facts and relationships within a discipline or field of study (Ethridge, 2004:20). It enhances or expands fundamental knowledge about social reality or within a discipline (Brink *et al.*, 2012:100). On the other hand, applied research is specifically undertaken for the purpose of resolving a particular

problem. This study used basic research because it was undertaken to test the relationship that the concept of product placement has on consumer involvement in the automobile industry. Thus, it has provided familiarity with a topic and contributed to the body of knowledge about the two theoretical constructs.

#### 4.1.3 Type of approach: Deductive vs. Inductive research

According to Wilson (2010:7), “a deductive approach is a process of reasoning that starts with a general truth (theory), applies that truth to a specific case (hypothesis), and from those two pieces of evidence draws a specific conclusion about the specific case”. On the contrary, an inductive approach draws a conclusion on a specific case based on observed evidence. As a result, this study followed a deductive approach because the concept of product placement as a method of advertising already has several studies done about it, which the researcher accessed through books and journal articles. Hence, there was a lot of theory at the start point of the research around product placement that was applied as a background for this research. Following from this background, the researcher was also interested to know which theory works best and under what conditions.

Figure 4-1 The cycle of research



Source: Adapted from (Bhattacharjee, 2012: 4)

#### 4.1.4 Research paradigm

This research followed positivistic and interpretivist research approaches. According to Quinlan (2011:23), a positivistic approach deals with quantitative research, which follows from objective reality while an interpretivist approach is based on qualitative research which assumes different realities to a circumstance at hand. Given that the topic of this research assumes a relationship to exist between two constructs in theory, the relationship is then proposed to apply to all consumers. Thus, the research is positivistic. On the other hand, to

verify the body of knowledge on the constructs, the research also based itself on multiple realities using interpretivist research.

## **4.2 Research design**

According to Quinlan (2011:177), “research methodology signals to the reader how the research was conducted and what philosophical assumptions underpin the research”. In this study, literature on the subject area of interest was reviewed and mixed method design was used to gather more data.

Quantitative research focuses on the gathering of numeric data or data in statistical form, while qualitative research focuses on words rather than statistical summary in the collection of data (Quinlan, 2011:308). In this study, quantitative research strategy was used because the topic of interest could be measured from a large number of customers using numbers and the findings could be generalised. Thus, respondents responded to objective predicted generalised statements on a measured scale concerning the topic area of interest. On the other hand, qualitative research strategy was used to get more clarity about the phenomenon of interest from the managers’ point of view. In this way, the researcher made a thorough analysis on the phenomenon of interest from different participants’ perspectives, the consumers and the industry’s perspective.

## **4.3 Sample selection**

### **4.3.1 Target population**

According to Quinlan (2011:143), target population is every person or every entity which can provide information in relation to the study. The population used for this study’s quantitative data collection was, the employed customers in Bloemfontein who bought cars between 2013 and 2015. The reason why the employed customers were used in this study is because they are urban, have ownership of durables such as cars, use the Internet four times in a week on average, and read weekly and daily magazines (Plessis & Rousseau quoted by Manga, 2009:25). At the same time, for qualitative data collection, the marketing and sales managers of four motor companies (Ford, General Motors, Volkswagen and Toyota) in Bloemfontein were targeted to provide insightful information on the efficacy of product placement to the motor industry sales. These car companies were chosen for the purpose of this study because they have assembly plants and retail stores in South Africa. Furthermore, they fall among the top 10 best-selling cars in South Africa as of January 2015 (IOL Motoring staff, 2015). Therefore, this is proof that these cars are affordable and liked by customers in South Africa.

#### **4.3.2 Sampling Method and Sample size**

According to Brink *et al.* (2012:132) the sampling frame is the list of the sampling elements in the target population. The sample for a study is drawn from this frame. Wegner (2012:153) states that a sample is a subset of a population and that it must be representative of its target population if it is to produce reliable and valid results of the population from which it was drawn.

Non-probability sampling technique was used in this study. According to Wegner (2012:153), under probability sampling, every member of the target population has a chance of being selected for the sample while with non-probability sampling, members of the sample are not selected randomly. Purposive non-probability sampling type was used to gather qualitative data from four marketing and sales managers in the retail motor companies of interest. The researcher used this type of sampling because the sample size was small and pre-targeted at specific participants who are knowledgeable on the topic area of interest. Hence, the interview time frame took place in one week.

On the other hand, still under non-probability sampling, for quantitative data collection, the researcher used convenience sampling technique. According to Quinlan (2011:214), with convenience sampling, the researcher will include people who are available for the research, the researcher knows how many people to include in the sample, then goes on to involve those people in the research until the sample size has been reached. Thus, all the customers that came to the retail centres to bring their cars for service were approached. The researcher had to ask the participants first if they were working and whether they bought their cars between 2013 till 2015 for them to qualify to answer the questionnaire. As a result, questionnaire data collection took place in a period of a month, since not everyone who came there was of the employed, nor had bought their car in the stated years range.

Wimmer and Dominick (2006:102) recommend that the larger the sample size, the better the results. Therefore, the sample size for quantitative data of this study was targeted at 300 respondents and therefore 300 questionnaires were personally administered to different participants who bought cars between 2013 and 2015.

#### **4.4 Methods of data collection**

The sources used to collect data in this study were primary and secondary data. Ethridge (2004:150) states that secondary data sources have already been collected, hopefully verified, and constitute reliable data. Secondary data sources used to research the subject of interest



were journal articles, textbooks and the Internet. Primary sources, however, constitutes new information collected by the researcher. The collection approaches used for primary data were a survey and a one to-one interview.

In this research, there is incomplete theoretical evidence of the relationship between product placement in the car industry over the Internet, magazines, shopping malls and auto shows on consumer involvement. Therefore, primary data supported the propositions made in this study by providing more information and answering objectives.

The survey method was used for the quantitative section of this study because it is useful in facilitating the study of big populations, information is gathered using standardized means, and it involves the use of simple question formats (Quinlan, 2011:103). A survey can be carried out over the telephone, Internet, e-mail, personal interviews and through a self-administered questionnaire.

For the purposes of this study, a survey in the form of a questionnaire was personally administered to the respondents. The respondents were relaxed and comfortable as they answered the questionnaire, because the researcher was not in their face and they were familiar with the surroundings.

On the other hand, the qualitative section of this study used grounded theory as research strategy. In this section, the researcher personally conducted an interview process with managers from four different car companies to gain new insights with regard to the phenomenon under investigation. According to Bhattacharjee (2012:113), grounded theory is a methodological technique of building theory by interpreting data about a phenomenon. Thus, grounded theory posits that the researcher must approach the phenomenon with an open mind and not have preconceived notions in relation to the phenomenon.

Furthermore, Quinlan (2011:183) states that grounded theory involves three steps to analysing data, namely open coding, selective coding and theoretical coding. Open coding involves extensive identification of any group of data that might be useful in forming categories. Bhattacharjee (2012:114) highlights that selective coding refers to the process of systematically and logically identifying the main theme across data and linking it to other themes. Lastly, theoretical coding involves identifying a more available body of facts in

support of the final set of themes when nothing new is emerging. Therefore, since collection and analysis of data is interchangeable in qualitative data, grounded theory uses the constant comparative technique to analyse data.

#### **4.4.1 Data collection techniques**

##### *4.4.1.1 Questionnaire*

Questionnaires are a quick way of obtaining data from a large group of people. The format is standard and, therefore, the easiest research instruments to test reliability and validity (Brink *et al.*, 2012:153). According to Quinlan (2011:192), reliability refers to the degree to which the research can be repeated while obtaining consistent results. Moreover, validity is the degree to which a research project measures that which it purports to measure. Using a standard questionnaire for a survey in this research was useful because it yielded the most significant information that was easy to analyse quantitatively.

The questionnaire items were derived from the literature study on the concepts and the researcher made use of a panel of experts in the field to compile and review the questions in the questionnaire to ensure that they met the targeted research objectives.

- **Questionnaire layout and design**

In order to ensure an effective response rate, the researcher explained the study and its purpose to the respondents and why it was important for them to participate. On the other hand, ethical considerations were guaranteed to the respondents by specifically having stated assurance of anonymity and confidentiality of the responses, as well as the significant contribution of their participation to the performance of the researcher. Apart from that, the researcher provided instructions on how to answer the questionnaire which were clear and easy to follow. Also, the concept of product placement was explained to the research participants who are not familiar with it so that they could answer the questionnaire with relative ease and understanding.

The question items for quantitative data motivated the respondents to answer the questionnaire because they were all closed-ended. Closed-ended questions are predicted statements that are made available to customers to direct their responses (Quinlan, 2011:345). Therefore, the respondents did not have a problem participating in the study as they did not have to compose long responses to questions. The question items were measured on a five-point Likert scale to solicit quick responses, and the respondents had to indicate their appropriate answer with a cross.

Furthermore, the Questionnaire was structured in such a way that; the first category of the questionnaire explored feelings towards the constructs, the second category consisted of demographic data/personal characteristics questions which were easy and relaxing to answer, and the third category on behavioural characteristics in the long run.

- **Pilot study**

Once the questionnaire designed to carry out the survey was constructed, the researcher conducted a small study with the questionnaire of 50 respondents to determine its suitability for execution in the final study. The outcome of the pilot study was that most participants were confused as to whether they had to respond to question items based on each programme in section A. Thus, the researcher had to make it clear in the questionnaire instructions that the participants should respond in relation to the programme they used when they decided to buy their car and not every programme. Hence, if the participant used only one programme, then their responses focused on that one programme, or all of the programmes if they interacted with them as well to help them make their buying decision. In this way, the researcher was able to see that the structure of the questionnaire was unclear/unfamiliar to the respondents and enhanced the reliability of the questionnaire by adding clear instructions to make it easy to respond to.

#### *4.4.1.2 In-depth interviews*

With regard to interview protocol, the researcher and the interviewee both signed a participant consent letter which had stated the researcher's intentions and the purpose of the study as a result thereof. The letter specifically stated protection of the information that was discussed and the interviewee's entitlement to have a final say in the content of the interview process.

On the other hand, upon request of appointment dates, the researcher was allocated an hour at the interviewees' places of work. The reason the researcher used an interview as another form of data collection was to get the different experiences of managers in the field and validate them with the responses of consumers to add to the body of knowledge in a meaningful way. The researcher conducted four person-to-person interviews, using a semi-structured format. This format ensured that the interview process was flexible as the questions were also open-ended. Gillham (2005:20) reinforces the idea that a semi-structured interview is important, because it permits the researcher to respond to the situation at hand, thereby accommodating new ideas on the topic.

Furthermore, the first three questions in the interview guide were relatively neutral questions which did not require much thought to respond to while the rest of the questions were more detailed and needed careful understanding and description. Hence, the interview guide was able to answer all the research objectives in less time and in a cost-effective manner because the researcher was able to locate the small sample size that was needed at their working places.

During the interview process, the researcher established rapport and neutrality with the research participants and they were able to open up more. The researcher was able to skilfully use probes and only stopped asking more questions when no new information came forth. Hence, the researcher was able to get all the necessary information. The researcher took notes during the interview process and transcribed them as soon as possible after the interview, while at the same time having tape recorded the interaction as was permitted by the participants to get all necessary primary data.

#### **4.5 Data analysis**

Data analysis methods are the ways of interpreting data so that the research question can be answered, often by realising important patterns (Perri 6 & Bellamy, 2012:10). Before analysing data, the researcher checked the questionnaires for completeness and accuracy.

In this study, data was analysed both qualitatively and quantitatively. Quantitative data processing involved the use of basic statistical procedures, such as descriptive and inferential statistics. According to Brink *et al.* (2012:179), “descriptive statistics converts and condenses a collection of data into an organised, visual representation, or picture, in a variety of ways so that the data have some meaning for the readers of the research report”. A descriptive approach employs measures such as frequency distributions, measures of central tendency, dispersion or variability and measures of the relationships.

On the other hand, to test all relationships between constructs in quantitative data, the researcher made use of structural equation modelling with AMOS. Such statistics include analysis of co-variance, chi-square, factor analysis and multivariate analysis (Byrne, 2010:99). Structural equation modelling was suitable for this research as the sample size was large and the researcher made an assumption that the phenomenon under examination applied to the larger population.

Despite this, large quantitative data sets were also analysed using the computer software package SPSS. In order to load the data into SPSS, the researcher coded the data and checked its accuracy and completeness (Quinlan, 2011:397). Thus, for ethical purposes, this type of data analysis and management was valuable as it could be securely stored, moved or used.

Alternatively, qualitative data was analysed using the constant-comparative technique. The researcher used this method to repeatedly study data collected to identify patterns in the data that helped establish the core category. These patterns were in the form of similarities, differences and or relationships across data.

#### **4.6 Limitations of the study**

The following limitations were noted:

- The population of the study was limited to the employed consumers in Bloemfontein only, which may have led to some elements outside the province being over-represented or under-represented.
- The focus of this study was only limited to four motor companies due to time and money constraints.
- The purposive and convenience sampling techniques used for data collection may have led to subjective data and cannot be generalised.
- The quantitative sample of this study focused on the employed consumers leading to a sampling bias and a waste of time having to ask specific participants.
- The quantitative sample of this study was focused on customers who bought cars between 2013 and 2015, and this might have led to a sampling bias and the researcher's waste of time having to ask specific participants.
- Closed-ended question sets for quantitative data-respondents were not given the opportunity to express their experiences and concerns different from the researcher's point of view.

- Secondary data has biased opinions which may misguide readers of the research report.

#### 4.7 Hypothesis

**H1:** Consumers’ positive emotions towards the programme have an influence on their attention towards the programme and vice versa.

**H2:** Consumers’ positive attention towards the programme has an influence on their involvement towards the programme.

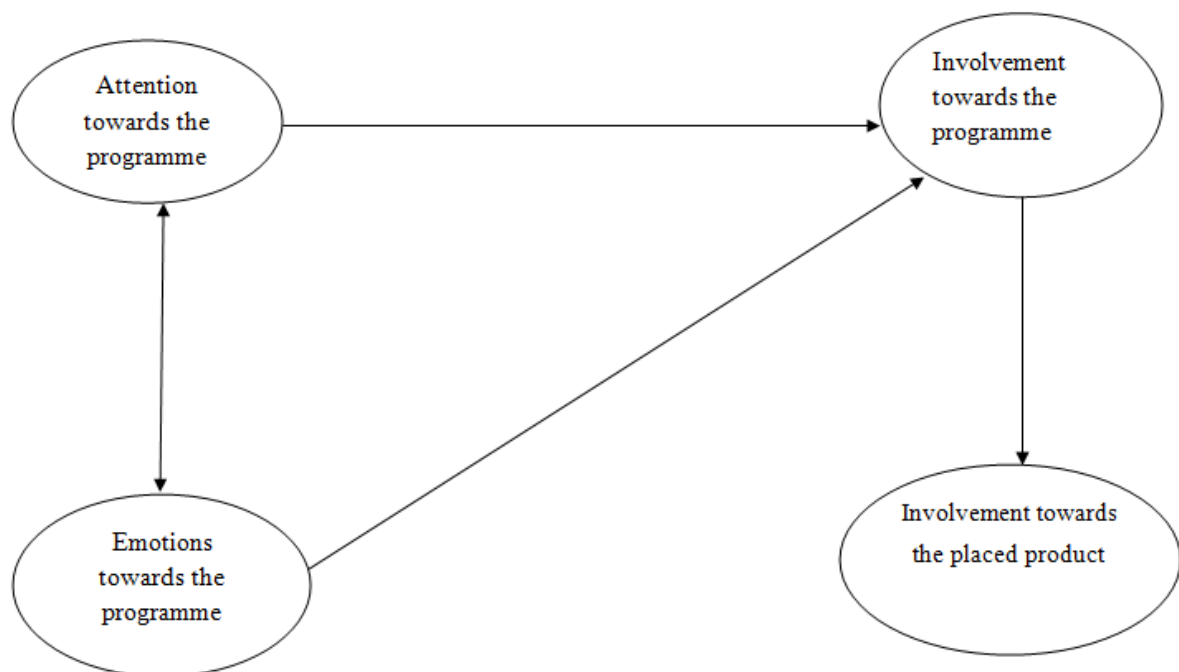
**H3:** Consumers’ positive emotions towards the programme has an influence on their involvement towards the programme.

**H4:** Consumers’ positive involvement towards the programme and the strength of programme association with the product has an influence on their involvement towards the placed product.

#### 4.8 Structural equation modelling

Based on the literature reviewed in chapter 3, the below diagram depicts the propositions:

Figure 4-2 The conceptual model diagram



Source: Developed by the author (2015)

#### **4.8.1 Operationalisation of Structural equation modelling**

To measure theoretical constructs in this study, structural equation modelling technique was employed. Structural equation modelling (SEM) defines the manner in which certain constructs influence each other in the model by testing the relationship between those constructs based on theory and empirical research.

##### *4.8.1.1 Regression analysis with latent variables vs. Structural equation modelling*

Regression helps to estimate the explanatory power the independent variable has over the dependent variable (Bartholomew, Steele, Moustaki & Galbraith, 2008:324). Regression analysis will explain the relationship between variables and explain the applicability of the model to the study the same way SEM does. These variables are normally known as latent variables and they are shown in circles in the model. Latent variables are constructs of interest which cannot be directly observed and thus require indicators to observe them, known as manifest variables. Manifest variables, on the other hand, are observable through question items which have values in the questionnaire that research participants select. Latent variables in this research will be analysed using path analysis.

Path analysis is the measurement model of SEM and an extension of regression modelling (Garson, 2004:244). Path analysis was used in this research because it goes beyond regression analysis to show simultaneous inter-relationships of the variables. For example, besides looking at the impact of programme involvement on placed product involvement, the factors which impact programme involvement could also be examined. Also, path analysis was used in this study because the direction of influence in the relationship of variables was derived from the theory behind the investigation. “A theory is a number of hypothesized connections among conceptually defined variables” (Blunch, 2008:6).

In fitting a particular model, path analysis also makes a distinction between latent variable types. The two sorts of latent variables are exogenous/independent factors and endogenous/dependent factors. Exogenous latent variables are not predicted by other variables in the model and thus there are no arrows pointing to them in a path diagram whereas endogenous latent variables are defined by other variables in the model.

Furthermore, it is important to note that, path analysis does not take measurement errors into consideration with latent independent variables but assumes measurement errors on dependant latent variables in a path diagram (Bollen, 1989:10).

In contrast, in this study, the theory that was used to test the relationships between exogenous and endogenous variables was the multiple resource theory of attention and mediation hypothesis as indicated in the hypothesis proposed. Overall, the statistical adequacy of the model will be determined in the analysis section using the multiple path analysis.

#### **4.9 Conclusion**

The chapter showed the methods that were used to collect primary data in detail and reasons were highlighted for the approaches selected. A clear emphasis was also placed on the target population and the sampling procedure that was followed to come up with a sample size. Furthermore, the need for a pilot study to be carried out before the final survey was also indicated and the benefits that accrue from such a study.

The principles guiding research, reliability, validity and ethics were also taken into consideration in carrying out the survey. On the other hand, the manner in which data collected will be manipulated and interpreted to the readers of the research was given prominence. Consequently, limitations underlying each research design to be implemented were cautioned and highlighted. The following chapter will present the study's research findings.



## **Chapter 5: Interpretation and presentation of research findings**

### **5.1 Introduction**

In this study, the theoretical literature on product placement as a marketing communication tool provided an understanding that after being exposed to products in different product placement tools, consumers normally want to experience them and thereby search for them in the stores, develop positive feelings for them and evaluate them. In that respect, this section of the research will practically demonstrate the findings in this study collected from the questionnaire and interviews, and interpret them accordingly, based on the research objectives.

Basically, the study looks at both the quantitative and qualitative results and the first discussion of the results will cover the quantitative part. This section of findings will practically answer the objectives listed below by using the model proposition developed in chapter 4. Other objectives of the study, not addressed in this section, will be covered in the qualitative data findings and in literature. The model in this study was analysed with the assistance of the SPSS22 and AMOS21 program, using path analysis.

Objectives:

- The primary objective of this study is to determine the impact of product placement on consumer involvement with the product.
- To determine the relationship between customer emotions, attention, and programme involvement towards placed product involvement.
- To make practical recommendations to marketers about product placement strategies for a higher impact.

A sample of 300 questionnaires were distributed in Bloemfontein with a 100% response rate and no missing values in the dataset. The research results in this part of the study will be reported according to quantitative research approach. This section will begin by summarising the demographic profile of the respondents, using descriptive statistics, and test for relationships between constructs by using techniques such as covariance and multiple regression analysis.

### **5.2 Demographics of respondents**

In this section, demographic information and characteristics of the respondents will be discussed. In this study, demographic information does not answer any objectives under

investigation, however, the analysis of the nature of participants will give insights into which groups are mostly influenced by product placement of cars. Demographic information includes gender, age group, income group, location, ethnicity, car brand, and the most utilised product placement tool by the respondents. Demographic information in this study will be illustrated by the use of descriptive statistics.

### 5.2.1 Descriptive statistics

According to Stangor (2011:349), “descriptive statistics are numbers that summarise the pattern of scores observed on a measured variable”. Thus, descriptive statistics are used in this study to highlight the position in which most responses are centred through the use of pie charts, frequency tables and column charts.

Figure 5.1 depicts the proportion of male and female respondents. The number of males who participated in the study was 178, comprising 59% of the population, whilst the number of females who participated in the study was 122, comprising 41% of the population. This finding implies that more males in the study own cars than females.

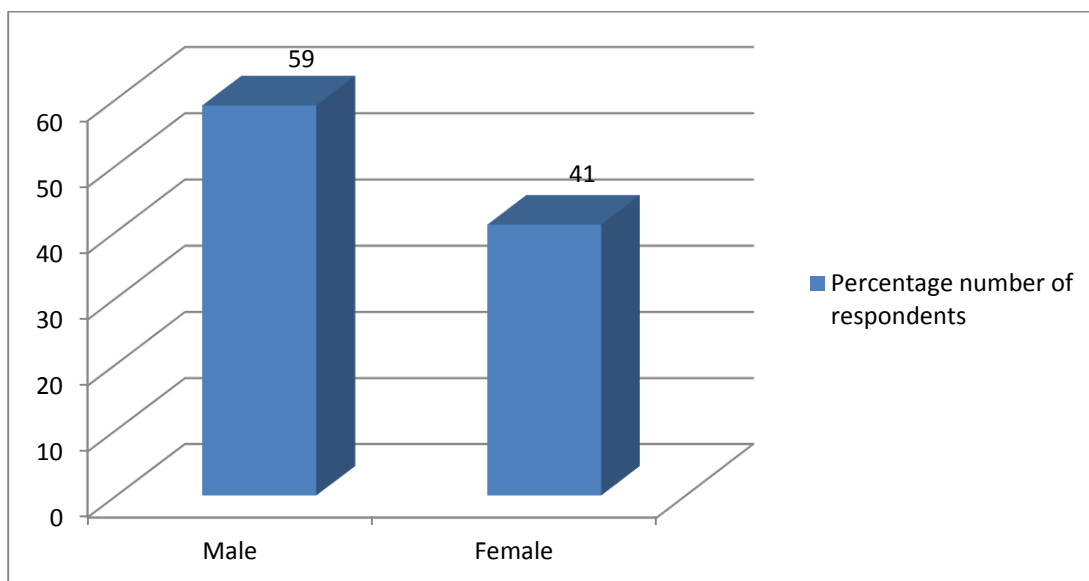


Figure 5-1 Gender of the respondents

As displayed in figure 5.2, the second demographic factor that was measured was the age group of the respondents. According to the study results, 148 respondents in the age category 25-35 represented a larger percentage of the respondents (49%). Of those in the age category 36-45, 122 respondents represented 41%, followed by 28 respondents in the category 46-55 who represented 9% and 2 respondents who represented only 1% of the total number of respondents in the age category 56 and above. These results indicate that most car owners in

the study are adults between the ages of 25-35 and they respond better to product placement in different programmes. Thus, they are more likely to consider trying the cars after viewing them in a programme.

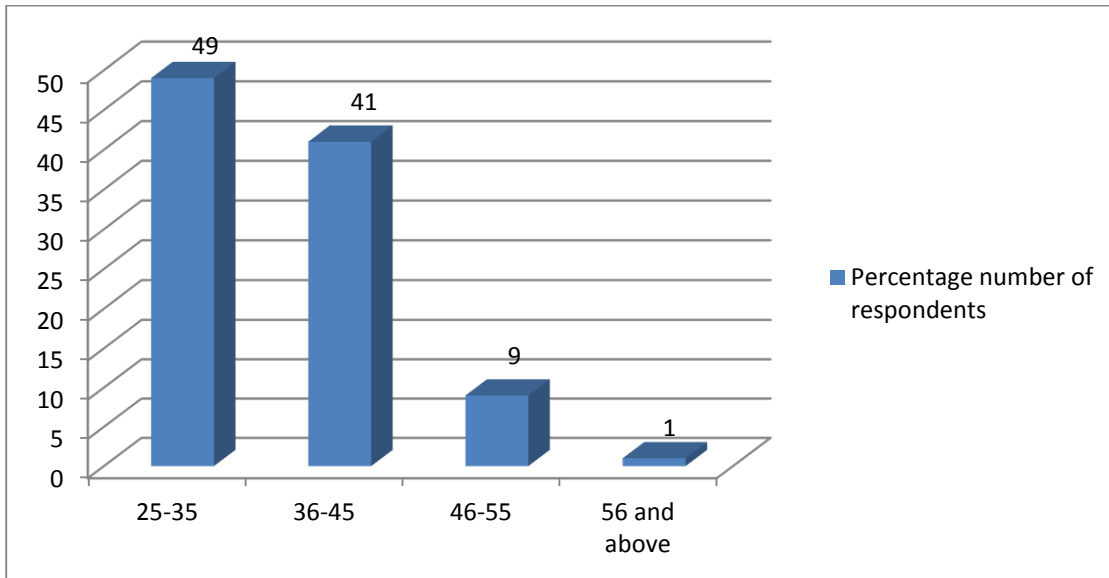


Figure 5-2 Age group of the respondents

Figure 5.3 shows the monthly gross income group of the respondents. The largest group is from R10,000-R15,000 (45%), then R16,000-R21,000 (42%), R22,000-R30,000 (8%), and lastly R31,000 and above (5%). Based on the monthly basic income group analysis, it can be derived that the middle-class (45%) has ownership of cars and are employed on a full-time basis.

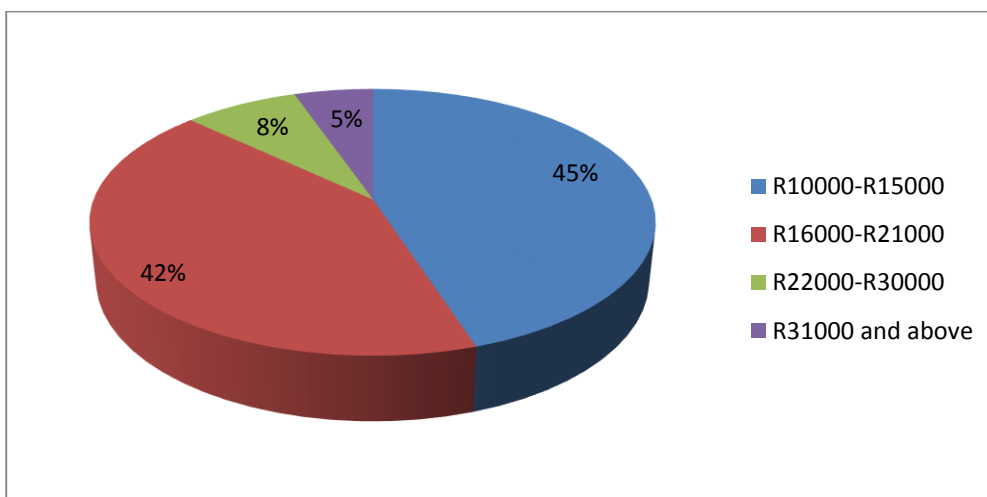


Figure 5-3 Monthly Gross Income-group of the respondents

The location of the respondents was used to determine its influence on product placement tools in this study. The results indicate, therefore, that the majority of people residing in

metropolitan areas (61%) are the ones who mostly use the Internet, attend auto shows, read magazines and visit shopping malls, as was expected, followed by the township people (37%) and only a minority (2%) of the rural population. Thus, placements of cars has a substantial influence on consumers from urban areas who have a better understanding of the content and context of communication.

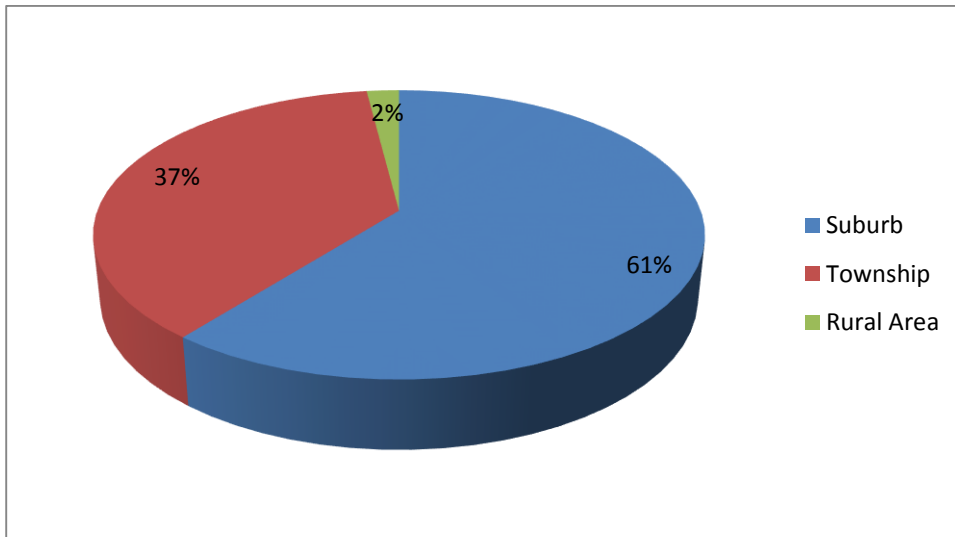


Figure 5-4 Location of the respondents

In South Africa, ethnicity can also play an important role when you want to analyse results from data gathered. Looking at table 5.1, the ethnicity of different respondents is shown. White (29.3%) and Black (59.3%) respondents were not quite evenly represented, whereas a minority of 10.7% participants were coloured and only 0.7% of other races comprised the total percentage of respondents. The distinguishing factor about these results is that the blacks (59.3%) are the most influenced population ethnicity with regard to product placement of cars in South Africa.

Table 5-1 Ethnicity of the respondents

Ethnicity		Frequency	Valid Percentage
	White	88	29.3
	Black	178	59.3
	Coloured	32	10.7
	Other	2	0.7
	Total	300	100.0

Table 5.2 shows that 75 respondents in each car company participated in the study. The car companies selected were Ford, Toyota, Volkswagen, and General Motors. Each car company evenly represented 25% of the total population. The reason for the selection of these car companies was explained in chapter 4.

Table 5-2 Car companies presented in the study

Companies		Frequency	Valid Percentage
	Ford	75	25.0
	Toyota	75	25.0
	Volkswagen	75	25.0
	General Motors	75	25.0
	Total	300	100.0

Given the different product placement tools that the respondents had to choose from, as predicted, 160 (35%) respondents attribute the greatest preference to the Internet because it is easily accessible with its many online resources, whilst 111 (24.3%) respondents prefer magazines, 78 (17.1%) auto shows, 61 (13.3%) all the listed programmes and only 47 (10.3%) respondents favour shopping malls out of 300 respondents.

On the other hand, as can be seen in figure 5.5, although the total sample size in this study is 300, each respondent was given the chance to select more than one programme at a time, which then made the respondents for each programme rise in number and the total number of respondents for the whole programmes to exceed the sample size. However, what is important is that the respondents are taken from the 300 sample size, and that each respondent made a selection based on a variety of programmes that were relevant to them. Thus, the observation of respondents being larger in number for each programme will be come across in all other tables and figures for the quantitative analysis section.

The above factor is supported by the fact that product placement, just like advertising is executed in many different media platforms at the same time to capture pre-targeted audiences. Therefore, audiences are bound to get exposed to products in different settings at the same time, which means that it is reasonable to give them an opportunity to respond to question items regarding products within as many feasible settings as can be applicable in the study. In this way, marketers are also able to see which media platform brings out the greatest reach or involvement with the product from the same audiences.

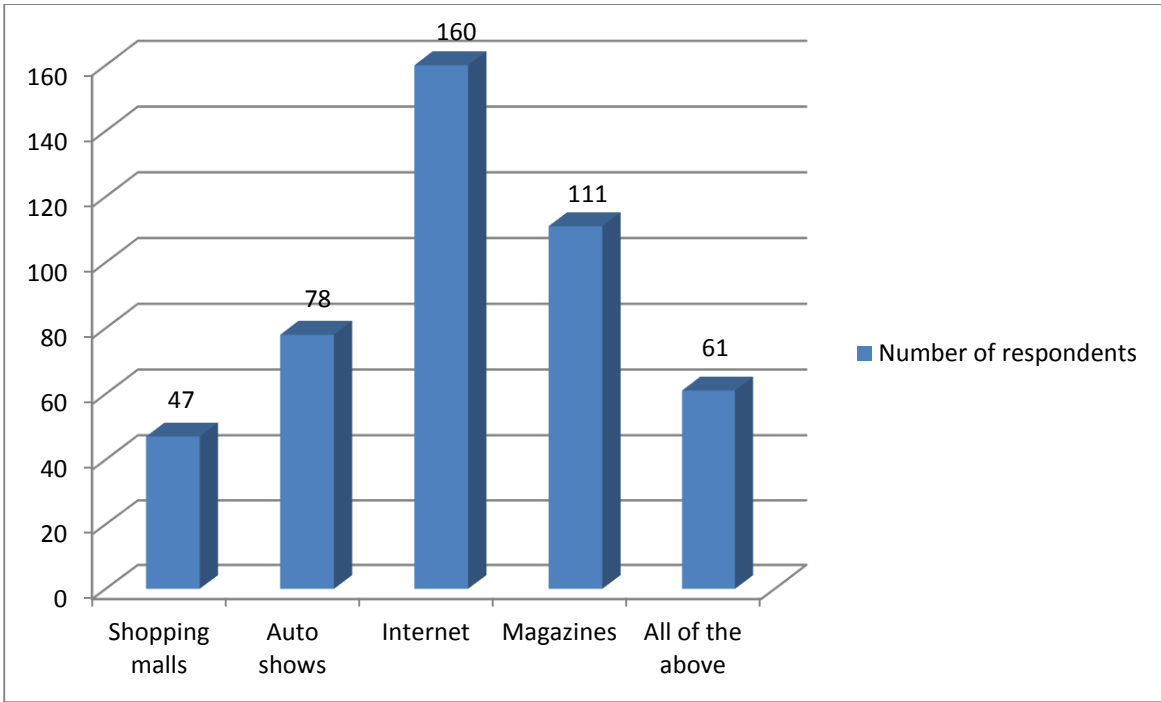


Figure 5-5 Product placement tools

*5.2.1.1 Cross-tabulation*

Cross-tabulation provides a measure of how one variable is related to another in the data set by comparing two categorical variables at the same time in a two-way frequency table (Cooper & Schindler, 2011:89). Having explored the descriptive statistics of the data, it is interesting to also know different response patterns of different demographic variables.

Table 5-3 Cross tabulation of gender and product placement tool

Product placement tools							
		Shopping mall	Auto shows	Internet	Magazine	All of the above	Total
Gender	Male	16	62	81	60	51	270
		5.9%	23%	30%	22.2%	18.9%	100.0%
	Female	31	16	79	51	10	187
		16.6%	8.6%	42.2%	27.3%	5.3%	100.0%
Total		47	78	160	111	61	457
		10.3%	17.1%	35%	24.3%	13.3%	100.0%

Table 5.3 depicts the numbers and relative percentages of males and females who showed their preference towards the listed product placement tools. Clearly then, the proportion of males and females were not equally distributed across the five product placement tools options. In particular, it can be seen that the majority of females (42.2%) prefer the Internet, and the majority of males also prefer the Internet (30%). However, what is important to note with regard to gender is that, 27.3% of females prefer magazines and 23% males prefer auto shows.

### 5.3 Measures of central tendency for the constructs

In order to know the distribution of the variables or constructs in this study, the central tendency and dispersion techniques are used. Central tendency gives a general idea of where the majority of the scores are centred. On the other hand, dispersion shows the degree to which all the scores in the data are closely positioned together around the central tendency. The central tendency of the variables can be measured by the mean, median and mode, while the measures of dispersion are the variance and standard deviation (Stangor, 2011:349).

To provide a summary on the question items that were used to measure the constructs, the mean is used as the appropriate measure of central tendency and the standard deviation as the

measure for dispersion. The mean is the sum of the item scores divided by the number of the item scores, and it is used in this study because of its ability to make use of every score in the sample, which renders it an accurate measure of central tendency. The standard deviation is the average difference from the mean for the scores of each group.

Following from the mean and standard deviation, the degree to which most scores were centred in this study was measured on a scale of 1 to 5. 1 represents ‘strongly disagree’, 2 ‘disagree’, 3 ‘uncertain’, 4 ‘agree’ and 5 ‘strongly agree’.

Table 5-4 Mean and standard deviation of the constructs

	Emotions towards the programme	Attention towards the programme	Involvement towards the programme	Involvement towards the placed product
N	4	7	3	18
<i>Internet: Mean</i>	<b>3.18</b>	<b>3.08</b>	<b>3.36</b>	<b>3.31</b>
Standard deviation	1.53	1.56	1.69	1.55
<i>Auto show: Mean</i>	<b>2.57</b>	<b>2.49</b>	<b>2.60</b>	<b>2.48</b>
Standard deviation	1.97	1.91	2.02	1.93
<i>Magazine: Mean</i>	<b>2.51</b>	<b>2.26</b>	<b>2.51</b>	<b>2.49</b>
Standard deviation	1.70	1.49	1.80	1.71
<i>Shopping Mall: Mean</i>	<b>2.28</b>	<b>2.11</b>	<b>2.12</b>	<b>2.06</b>
Standard deviation	1.90	1.77	1.87	1.81

The results in table 5.4 for Internet programme show that emotions towards the programme had a mean score of 3.18, compared to attention towards the programme with a mean score of 3.08, involvement towards the programme with 3.36 and involvement towards the placed product with 3.31. However, the scores for all the constructs are located at three. Thus, there is no real difference in the scores. The respondents are uncertain as to whether emotions towards the programme, attention towards the programme, involvement towards the



programme and involvement towards the placed product were the major influences when they decided to buy their cars.

The standard deviation for the Internet responses for emotions is 1.53, attention 1.56, programme involvement 1.69 and product involvement 1.55 and so forth for other programmes, respectively. The standard deviation in this distribution or sample has smaller values which imply less spread around the mean.

Looking further, the mean results for an auto show and magazine are centred at about 2.5 for almost all the constructs, implying that the respondents are relatively uncertain as to whether the constructs in relation to magazines and auto shows influenced their decision to buy cars. However, shopping malls mean scores show that the responses are centred at about 2, which means that on a scale of 1 to 5, respondents disagreed to the constructs attributing their decision to having bought cars with regard to shopping malls.

#### 5.4 Item Reliability Analysis (IRA)

The test of whether the question items on a scale really measure the constructs in a questionnaire is done using item reliability analysis. Cronbach's alpha coefficient is therefore the statistic that is used to explain the internal consistency and reliability of the questionnaire items. The accepted Cronbach alpha coefficient in this study is 0.7.

Table 5-5 Reliability test

Construct	N of items	Internet ( $\alpha$ )	Auto show ( $\alpha$ )	Magazine ( $\alpha$ )	Shopping mall ( $\alpha$ )
Emotions towards the programme	4	.945	.985	.977	.980
Attention towards the programme	7	.974	.989	.978	.983
Involvement towards the programme	3	.973	.986	.980	.982
Involvement towards the placed product	18	.985	.993	.989	.993

Table 5.5 shows that the items identified in measuring a particular construct in the questionnaire were reliable. This is proven by cronbach's alpha values ( $\alpha$ ) that are greater

than 0.7, therefore, all the constructs listed in the table for different programmes are reliable. The greatest reliability is realised within the Involvement towards the placed product construct, over an Auto show and a Shopping mall with a cronbach value of 0.993. Respectively, the cronbach's alpha value for auto show programme emotions is 0.985, auto show programme attention 0.989 and 0.986 for involvement towards the programme and so on with other programmes as well.

## 5.5 Measurement model

Figure 5.6 depicts the measurement model as specified on AMOS21. The constructs are measured on a continuous scale, hence the number of variables in this model is:

Number of variables in your model: 6

Number of observed variables: 4

Number of unobserved variables: 2

Number of exogenous variables: 4

Number of endogenous variables: 2

Number of distinct sample moments: 10

Number of distinct parameters to be estimated: 8

Degrees of freedom (10-8): 2

The proposed model in this study is an over-identified one with positive degrees of freedom greater than zero.

The number of respondents in this model is 300, thus the model is recursive (uni-directional).

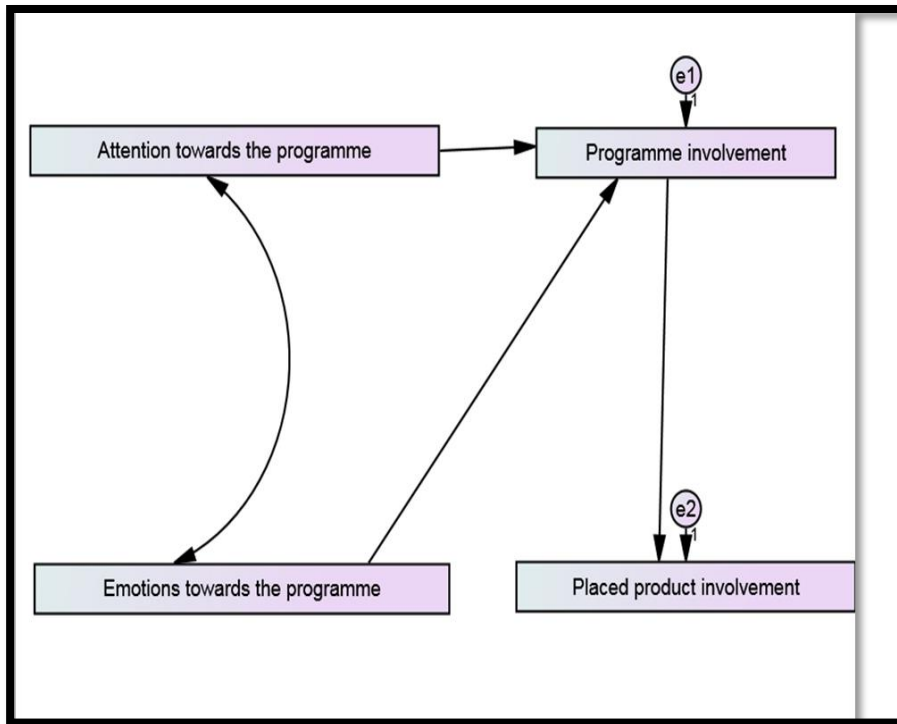


Figure 5-6 Path diagram of the placed product involvement specified on AMOS21

Figure 5.6, as specified on AMOS, shows that the model consisted of independent/exogenous and dependent/endogenous variables. According to the model, programme involvement and placed product involvement are dependent variables because they have arrows pointing at them indicating that they are predicted by other variables. On the other hand, emotions towards the programme, attention towards the programme, e1 and e2 are independent variables, meaning that they are not as such defined by other variables in the model. Also, the model depicts that measurement errors (e1 and e2) are taken into consideration with unobservable dependent variables.

Furthermore, the main theories guiding this model encompass the multiple resource theory of attention and the causal hypothesised relationships between variables. The multiple resource theory of attention explains that while viewing a programme, consumers devote their attentional resources to both the programme and the products appearing within the programme (Wickens in Gangadharbatla, 2006:53). Hence, the programme is recognised as the primary task while the products that appear within those programmes are secondary tasks to the consumer and are able to get them engaged with products. Causal hypothesised relationships recognise that the topic of interest is influenced or determined by different

factors. In this study, placed product involvement as a dependent variable is influenced by independent variables (emotions towards the programme, attention towards the programme and programme involvement). Placed product involvement (dependent variable) is the one that is going to be measured in this study to assess if the respondents in the different levels of the independent variables vary in terms of it. Therefore, emotions, attention and programme involvement are the factors or variables that the researcher is going to control to be able to determine their impact on the topic area of interest.

Table 5-6 Assessment of normality (Total Sample)

<b>INTERNET</b>						
Variable	Min	Max	skew	c.r.	kurtosis	c.r.
Attention	0	35	1.032	-7.3	-0.203	-0.717
Emotions	0	20	1.151	8.141	0.166	0.585
Programme involvement	0	15	-1.08	7.634	-0.244	-0.862
Placed product involvement	0	90	1.395	9.864	0.51	1.803
Multivariate					4.06	5.074
<b>AUTO SHOW</b>						
Variable	Min	Max	skew	c.r.	kurtosis	c.r.
Emotions	0	20	0.397	2.806	-1.602	-5.663
Attention	0	35	0.372	-2.63	-1.617	-5.718
Programme involvement	0	15	0.295	2.088	-1.585	-5.604
Placed product involvement	0	90	0.346	-2.45	-1.672	-5.91
Multivariate					15.688	19.61

MAGAZINE						
Variable	Min	Max	skew	c.r.	kurtosis	c.r.
Attention	0	34	0.424	2.997	-1.312	-4.638
Emotions	0	20	0.618	4.368	-1.296	-4.583
Programme involvement	0	15	0.351	2.479	-1.372	-4.849
Placed product involvement	0	90	0.582	4.113	-1.35	-4.774
Multivariate					4.902	6.128
SHOPPING MALL						
Variable	Min	max	skew	c.r.	kurtosis	c.r.
Attention	0	35	0.064	0.456	-1.526	-5.394
Emotions	0	20	0.151	1.069	-1.616	-5.713
Programme involvement	0	15	0.078	0.555	-1.554	-5.496
Placed product involvement	0	89	0.02	0.139	-1.673	-5.913
Multivariate					5.469	6.836
					kurtosis	c.r.
<b>Total multivariate</b>					30.119	37.648

As depicted in table 5.6, before undertaking any form of analysis, it is important to assess the normality of data. Looking at the bottom part of the table, the critical ratio (C.R.) value of 37.648 indicates non-normally distributed data. According to Bentler (2005:45), values > 5.00 mean there is significant non-normality in the sample. Also, multivariate kurtosis 30.119>10 is indicative of severe non-normality. Non-normal estimation approaches available on AMOS are: Unweighted Least Squares, Generalised Least Squares and Asymptotically Distribution-Free Estimation (Blunch, 2008:76). However, for the purposes of this study, data is assumed to be multivariate normal and, therefore, the estimation method that will be applied is the Maximum Likelihood (ML). ML estimator is available from

AMOS and it is suitable for this study's data analysis as it reports standard errors and test statistics for the various parameters such as significant probabilities.

### **5.6 Multivariate outlier's assessment**

According to Blunch (2008:93), outliers are cases whose scores are discrepant from the normal part of the data. The summary of outlier statistics for the data in this study will be shown in the appendix section. "The p1 column shows the probability of any observation exceeding the squared Mahalanobis distance of that observation. The p2 column shows the probability that the largest squared distance of any observation would exceed the Mahalanobis distance computed" (Blunch, 2008:97). Outliers are represented by D-squared values and the further a D-squared value is from the centroid than other values, the more outliers. A review at the outlier statistics reported in appendix D shows a few cases with highest D-squared values from one observation to another; looking at the top ten observations that show a rather large drop in squared distance from the centroid of the data set. Thus, no observations are worth deleting from the analysis and all the responses are valid.

### **5.7 Statistical fit**

To fit the sample data to the proposed model, individual tests of significance of each parameter estimate will be examined. Parameter estimates in this study will be visually depicted through path diagrams and tables. In a path diagram, the relationship between variables take the form of an association (covariance and correlation) between exogenous/independent variables, some relationships are direct between two variables (dependent and independent), while some relationships between the independent and dependent variables require a mediator and are therefore indirect. In that regard, a unidirectional arrow in a path diagram denotes the influence which one variable has over another, while a double-headed arrow signifies the influence which the variables have on each other.

On the other hand, the values associated with each path are placed on the arrows in a path diagram. Thus, the absolute magnitudes of path coefficients explain the hypothesized processes including all the variables proposed in the study. To derive important relationships from each predictor variable to each outcome variable and more factors in this study, standardised regression estimates will be used because they are easily comparable.

Furthermore, by using path analysis in this section, multiple relationships that exist between the variables will be observed simultaneously. Therefore, the impact programme involvement

has on placed product involvement will be reviewed while at the same time looking at the explanatory variables which impact programme involvement as well.

### 5.7.1 Internet findings

Table 5-7 Parameter summary and regression weights/Maximum likelihood estimates

PARAMETER SUMMARY							
	Weights	Covariance	Variances	Means	Intercepts	Total	
Fixed	2	0	0	0	0	2	
Labelled	0	0	0	0	0	0	
Unlabelled	3	1	4	0	0	8	
Total	5	1	4	0	0	10	
REGRESSION WEIGHTS							
			Estimate	S.E.	C.R.	P	Label
Programme involvement	<---	Attention towards the programme	0.375	0.026	14.352	***	
Programme involvement	<---	Emotions towards the programme	0.106	0.046	2.293	0.022	
Placed product involvement	<---	Programme involvement	4.75	0.16	29.723	***	
STANDARDISED REGRESSION WEIGHTS							
			Estimate				
Programme involvement	<---	Attention towards the programme	0.807				
Programme involvement	<---	Emotions towards the programme	0.129				
Placed product involvement	<---	Programme involvement	0.864				

\*\*\*Regression path is significant at the 0.001 level (Three-tailed)

Looking at table 5.7, the relationship between independent and dependent variables are shown. From the table, the estimated regression coefficients for Internet programme, respectively, are 0.807, 0.129, and 0.864. The noted regression coefficients highlight that programme involvement has the largest effect (0.864) on placed product involvement, followed by attention towards the programme effect on programme involvement (0.807). On the other hand, there is a small effect (0.129) of emotions towards the programme on programme involvement. The relationships between the variables are significant, however, because they have a significance value which is less than 0.001, except for the relationship between emotions towards the programme and programme involvement.

Correlation is used to determine the strength and direction of relationships between variables. Table 5.9 depicts a strong positive correlation between Attention towards the programme and emotions towards the programme (0.922). On the other hand, the squared multiple correlation of a variable is the proportion of its variance that is accounted for by its predictors. In table 5.10, Emotions towards the programme and attention towards the programme account for 0.859 of the variance of programme involvement. At the same time, programme involvement accounts for 0.747 of the variance of placed product involvement.

Table 5-8 Covariances between the exogenous variables

			Estimate	S.E.	C.R.	P	Label
Emotions	<-->	Attention	61.425	5.24	11.723	***	

Table 5-9 Correlations between the exogenous variables

			Estimate
Emotions	<-->	Attention	0.922



Table 5-10 Squared multiple correlations

	Estimate
Programme involvement	0.859
Placed product involvement	0.747

THE OBSERVED AND UNOBSERVED EFFECTS IN THE MODEL

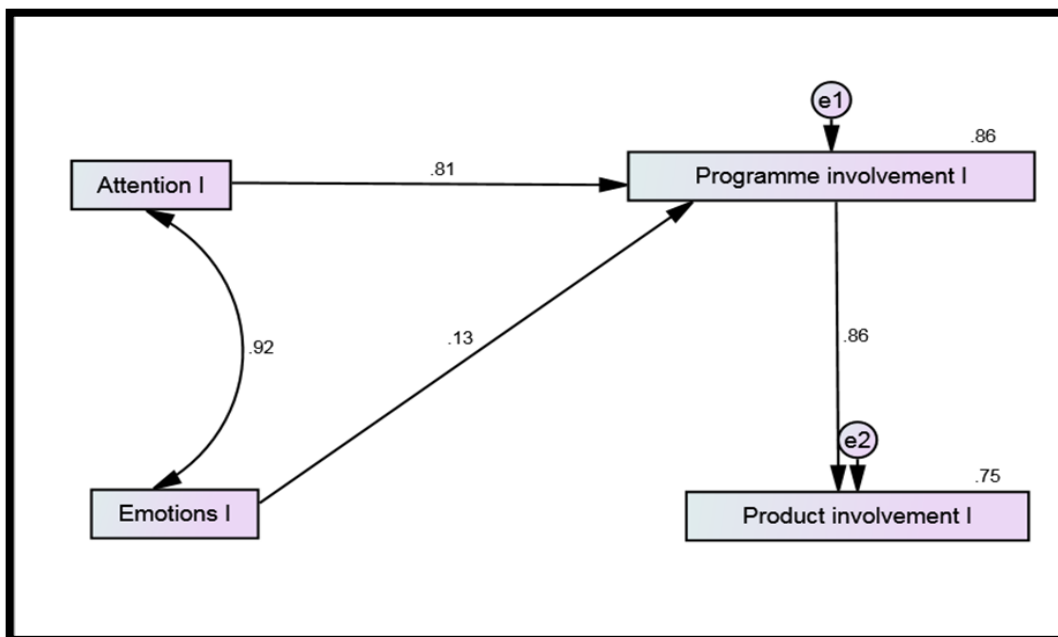


Figure 5-7 Internet standardised model

Figure 5.7 shows the results of maximum likelihood estimates, using standardised regression weights on AMOS21. The results of the model are similar to the ones explained in the preceding tables. That is, the values associated with each path are placed on the arrows in a path diagram. Therefore, the standardised path coefficients for the Internet path model are 0.13, 0.81 and 0.86. The correlation value is 0.92, while the squared multiple correlation values are 0.86 and 0.75, respectively. Overall, there is a relationship between the variables in this model, although what differs is the effect in size of the relationship.

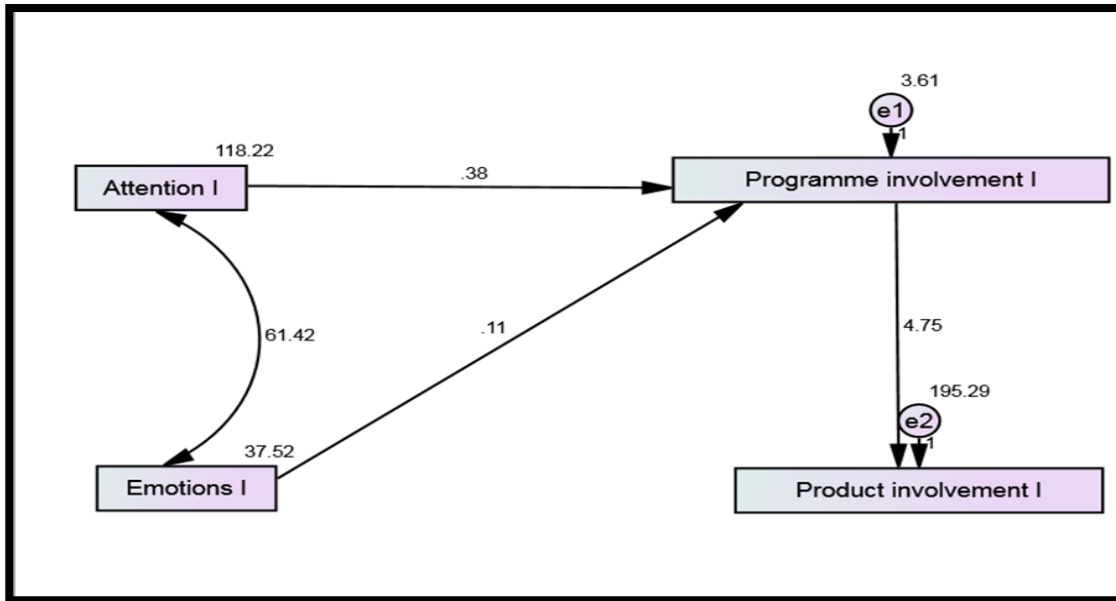


Figure 5-8 Internet unstandardised model

Looking at figure 5.8, the path coefficients for the unstandardized Internet model are small in effect (4.75, 0.38 and 0.11) and thus are not easily comparable. Hence, they are not used as the basis of interpretation for the purposes of this study. However, what is important to note with the unstandardised model is the positive covariance value of 61.42, which explains the positive linear relationship between emotions and attentions towards the programme.

### 5.7.2 Auto show findings

Table 5-11 Parameter summary and regression weights/Maximum likelihood estimates

PARAMETER SUMMARY							
	Weights	Covariances	Variances	Means	Intercepts	Total	
Fixed	2	0	0	0	0	2	
Labeled	0	0	0	0	0	0	
Unlabeled	3	1	4	0	0	8	
Total	5	1	4	0	0	10	
REGRESSION WEIGHTS							
			Estimate	S.E.	C.R.	P	Label
Programme involvement	<---	Attention towards the programme	0.35	0.027	13.085	***	
Programme involvement	<---	Emotions towards the programme	0.156	0.046	3.422	***	
Placed product involvement	<---	Programme involvement	5.349	0.119	44.978	***	
STANDARDISED REGRESSION WEIGHTS							
			Estimate				
Programme involvement	<---	Attention towards the programme	0.773				
Programme involvement	<---	Emotions towards the programme	0.202				
Placed product involvement	<---	Programme involvement	0.933				

**\*\*\*Regression path is significant at the 0.001 level (Three-tailed)**

The above table shows the estimated regression coefficients for auto show programme, respectively, 0.773, 0.202 and 0.933. Attention towards the programme explains 0.773 of the

variance in programme involvement and programme involvement explains 0.933 of the variance in placed product involvement. These relationships are strong compared to the relationship between emotions towards the programme on programme involvement. Emotions towards the programme explain 0.202 of the variance in programme involvement. This relationship is moderately small compared to other relationships in the table. The relationships between the variables are significant, however, because they have a significance value which is less than 0.001.

There is a strong positive correlation between emotions towards the programme and attention towards the programme (0.972). On the other hand, 0.942 is the squared multiple correlation between programme involvement and the variables that influence it, whereas 0.871 is the squared multiple correlation between placed product involvement and its predictor programme involvement.

Table 5-12 Covariances between the exogenous variables

			Estimate	S.E.	C.R.	P	Label
Emotions	<-->	Attention	101.464	8.419	12.052	***	

Table 5-13 Correlations between the exogenous variables

			Estimate
Emotions	<-->	Attention	0.972

Table 5-14 Squared multiple correlations

	Estimate
Programme involvement	0.942
Placed product involvement	0.871

## THE OBSERVED AND UNOBSERVED EFFECTS IN THE MODEL

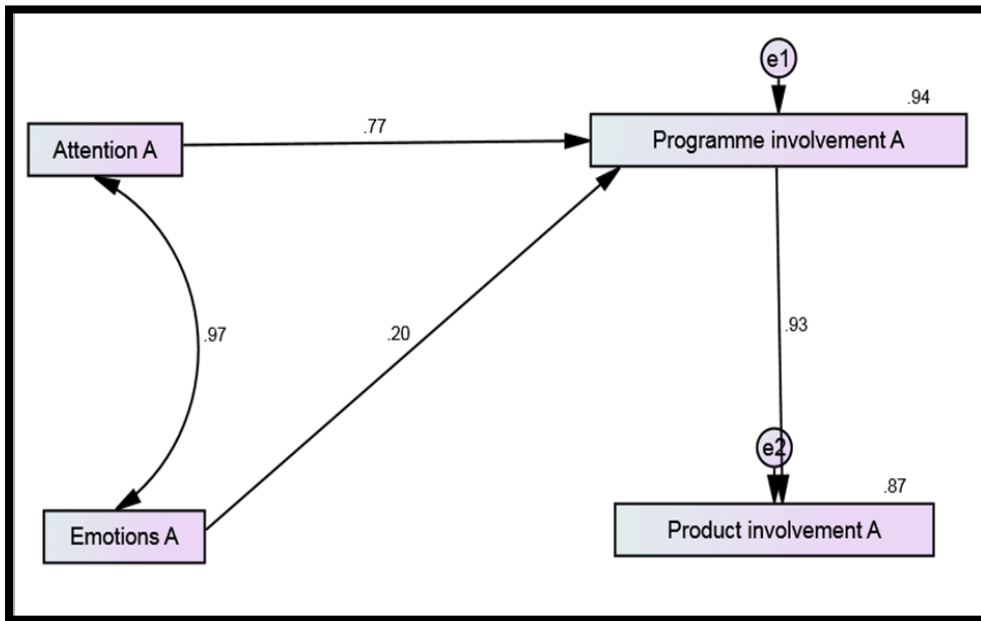


Figure 5-9 Auto show standardised model

From the model above, the standardised path coefficients are similar to the values in table 5.11. The path coefficients are 0.20, 0.77 and 0.93, and the influencing variables are emotions, attention and programme involvement. Since all the path coefficients are positive, they impact positively on product involvement. On the other hand, 0.97 represents the strong positive correlation between emotions and attention variables. 0.94 and 0.87 values denote the square multiple correlation of the variables and their predictors.

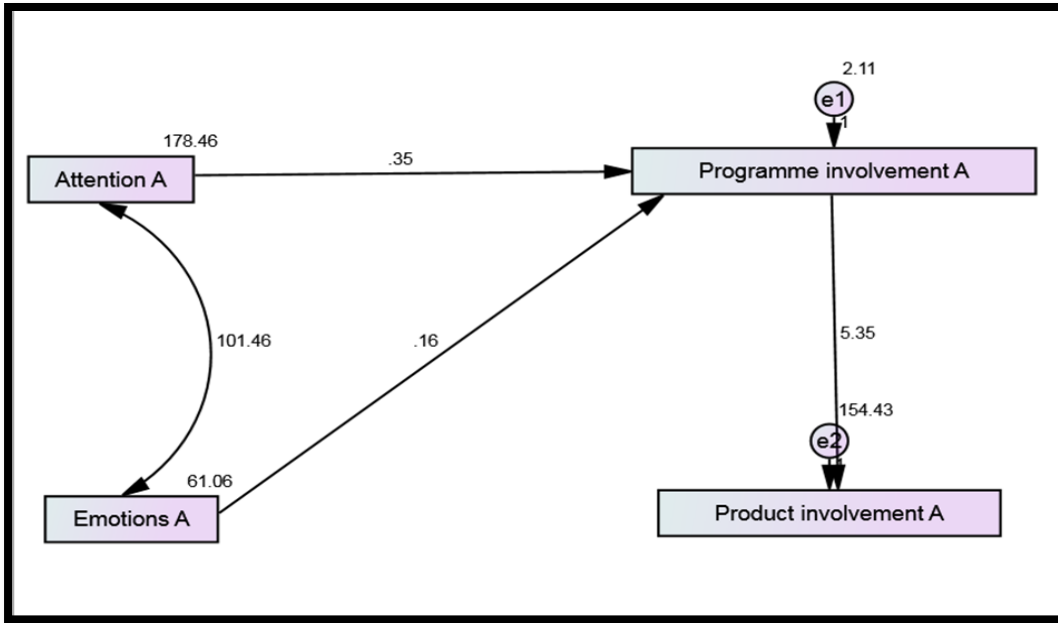


Figure 5-10 Auto show unstandardised model

As was observed with the Internet unstandardised model, the auto show path coefficients for the unstandardised model are also small in effect (5.35, 0.35 and 0.16), meaning that they are incapable of much desired comparison and are not considered as the main discussion for this chapter's study. In hindsight, based on this model; a positive covariance value of 101.46 is worth noting as it indicates that attention and emotions move in the same direction and therefore are positively related.

### 5.7.3 Magazine findings

Table 5-15 Parameter summary and regression weights/Maximum likelihood estimates

PARAMETER SUMMARY							
	Weights	Covariances	Variances	Means	Intercepts	Total	
Fixed	2	0	0	0	0	2	
Labelled	0	0	0	0	0	0	
Unlabelled	3	1	4	0	0	8	
Total	5	1	4	0	0	10	
REGRESSION WEIGHTS							
			Estimate	S.E.	C.R.	P	Label
Programme involvement	<---	Attention towards the programme	0.295	0.025	12.019	***	
Programme involvement	<---	Emotions towards the programme	0.281	0.04	6.994	***	
Placed product involvement	<---	Programme involvement	5.212	0.133	39.116	***	
STANDARDISED REGRESSION WEIGHTS							
			Estimate				
Programme involvement	<---	Attention towards the programme	0.61				
Programme involvement	<---	Emotions towards the programme	0.355				
Placed product involvement	<---	Programme involvement	0.915				

**\*\*\*Regression path is significant at the 0.001 level (Three-tailed)**

Table 5.15 shows path coefficients of Magazine programme. Programme involvement explains 0.915 of the variance in placed product involvement. There is a large effect between programme involvement and placed product involvement. Attention towards the programme explains 0.61 of the variance in programme involvement. The relationship between attention towards the programme and programme involvement is moderately strong compared to the relationship between emotions towards the programme and programme involvement. 0.355 of the variance in programme involvement is explained by emotions towards the programme, hence there is a medium effect between the two variables. All the parameter estimates are significant because all of their probabilities are significantly less than 0.001.

On the other hand, there is a strong positive correlation between emotions towards the programme and attention towards the programme (0.935). Emotions towards the programme and attention towards the programme account for 0.903 of the variance of programme involvement. At the same time, programme involvement accounts for 0.837 of the variance of placed product involvement.

Table 5-16 Covariances between the exogenous variables

			Estimate	S.E.	C.R.	P	Label
Emotions	<-->	Attention	70.787	5.995	11.808	***	

Table 5-17 Correlations between the exogenous variables

			Estimate
Emotions	<-->	Attention	0.935

Table 5-18 Squared multiple correlations

	Estimate
Programme involvement	0.903
Placed product involvement	0.837



## THE OBSERVED AND UNOBSERVED EFFECTS IN THE MODEL

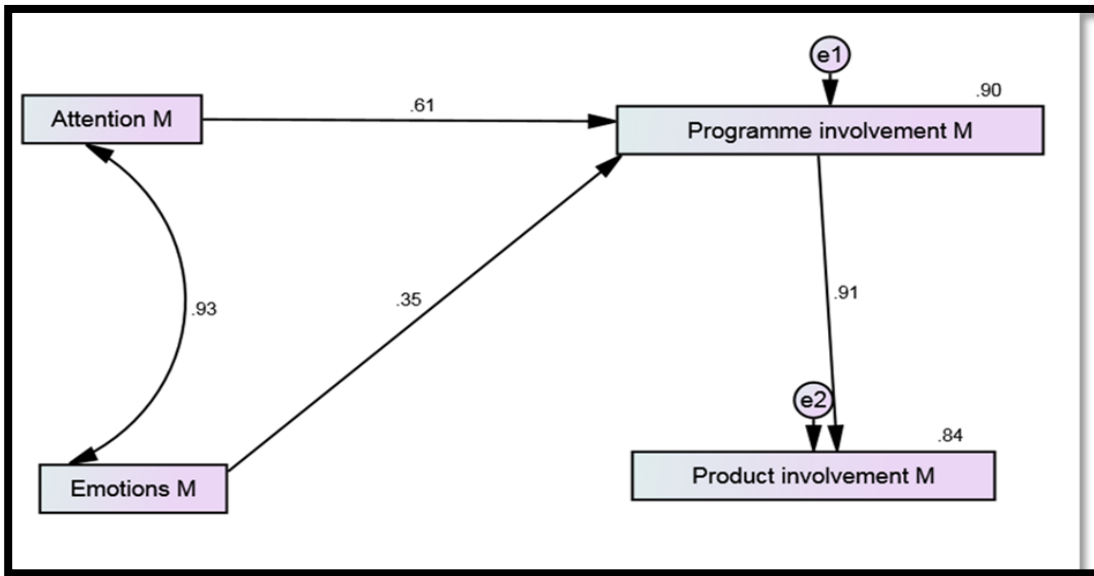


Figure 5-11 Magazine standardised model

Based on the magazine standardised model, the path coefficients are 0.35, 0.61 and 0.91. These values represent by what size the dependent variable is explained by the independent variable. Along with the regression coefficients, the model shows a large positive association between attention and emotions (0.93), as well as the squared multiple correlations of variables, 0.90 and 0.84, respectively.

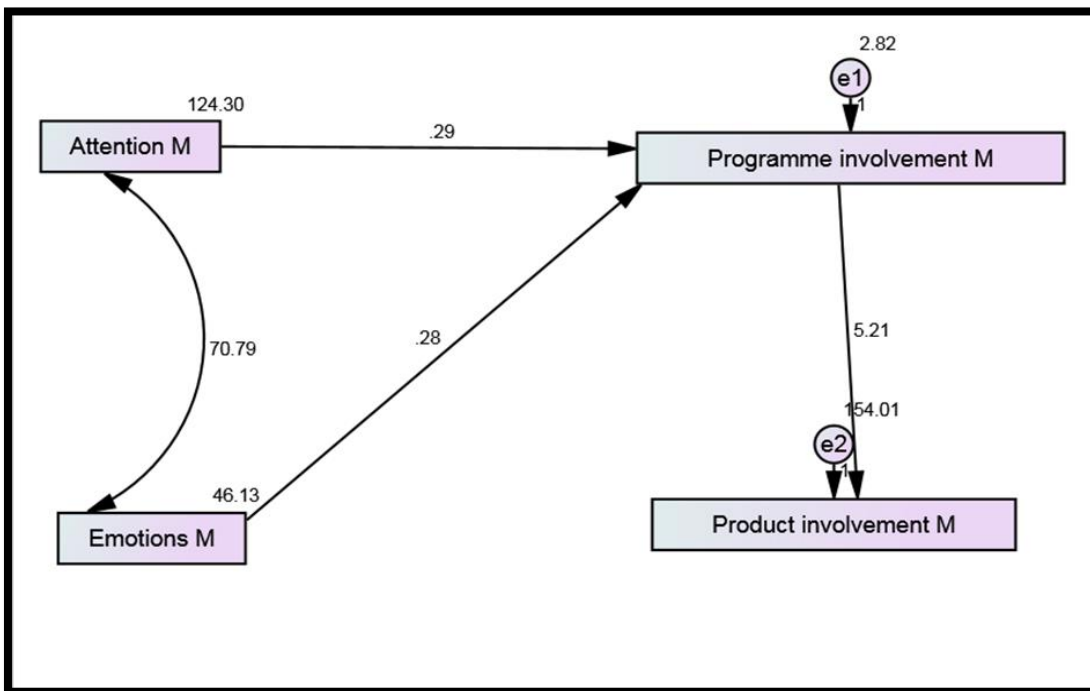


Figure 5-12 Magazine unstandardised model

Looking at figure 5.12, the obtained path coefficients are 0.29, 0.28 and 5.21. These values demonstrate small effects that are not interesting enough for purposes of discussion in this study. Regardless of everything else, a positive covariance of 70.79 between attention and emotions means that the two variables change together in the same direction and are therefore positively related.

### 5.7.4 Shopping mall findings

Table 5-19 Parameter summary and regression weights/Maximum likelihood estimates

PARAMETER SUMMARY							
	Weights	Covariances	Variances	Means	Intercepts	Total	
Fixed	2	0	0	0	0	2	
Labelled	0	0	0	0	0	0	
Unlabelled	3	1	4	0	0	8	
Total	5	1	4	0	0	10	
REGRESSION WEIGHTS							
			Estimate	S.E.	C.R.	P	Label
Programme involvement	<---	Attention towards the programme	0.391	0.025	15.374	***	
Programme involvement	<---	Emotions towards the programme	0.068	0.042	1.647	0.1	
Placed product involvement	<---	Programme involvement	5.177	0.153	33.861	***	
STANDARDISED REGRESSION WEIGHTS							
			Estimate				
Programme involvement	<---	Attention towards the programme	0.865				
Programme involvement	<---	Emotions towards the programme	0.093				
Placed product involvement	<---	Programme involvement	0.891				

**\*\*\*Regression path is significant at the 0.001 level (Three-tailed)**

The above table shows that programme involvement explains 0.891 of the variance in placed product involvement. Attention towards the programme explains 0.865 of the variance in programme involvement and thus there is a large effect between the relationships. However, there is a much weaker relationship between emotions towards the programme and programme involvement (0.093). The relationships between the variables in the table are significant, except for the relationship between emotions towards the programme on programme involvement with a significance level greater than 0.001.

Apart from that, there is a strong positive correlation between emotions towards the programme and attention towards the programme/explanatory variables (0.951). At the same

time, 0.91 is the squared multiple correlation between programme involvement and the variables that influence it, while 0.793 is the squared multiple correlation between placed product involvement and its predictor programme involvement.

Table 5-20 Covariances between the exogenous variables

			Estimate	S.E.	C.R.	P	Label
Emotions	<-->	Attention	89.611	7.518	11.919	***	

Table 5-21 Correlations between the exogenous variables

			Estimate
Emotions	<-->	Attention	0.951

Table 5-22 Squared multiple correlations

	Estimate
Programme involvement	0.91
Placed product involvement	0.793

## THE OBSERVED AND UNOBSERVED EFFECTS IN THE MODEL

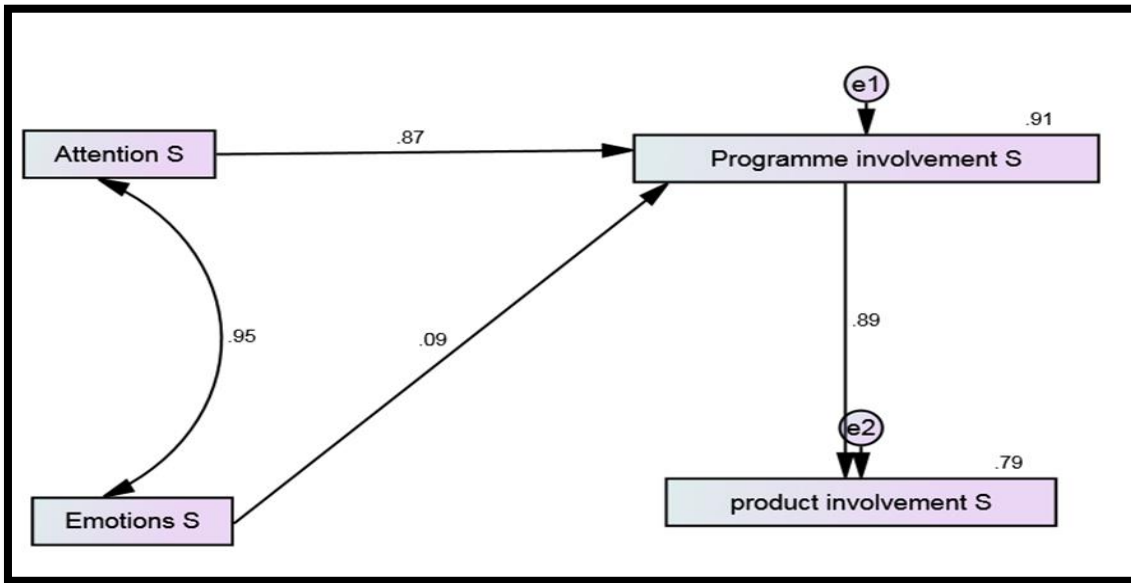


Figure 5-13 Shopping mall standardised model

On the basis of figure 5.13, the standardised path coefficients are 0.09, 0.87 and 0.89. These values are also presented in table 5.19. The values basically signify the size of influence one variable has on another. In the same model, a large positive correlation of 0.95 is realised between attention and emotions and the Squared multiple correlation between programme involvement and its predictors (0.91) and product involvement and its predictor (0.79) are shown.

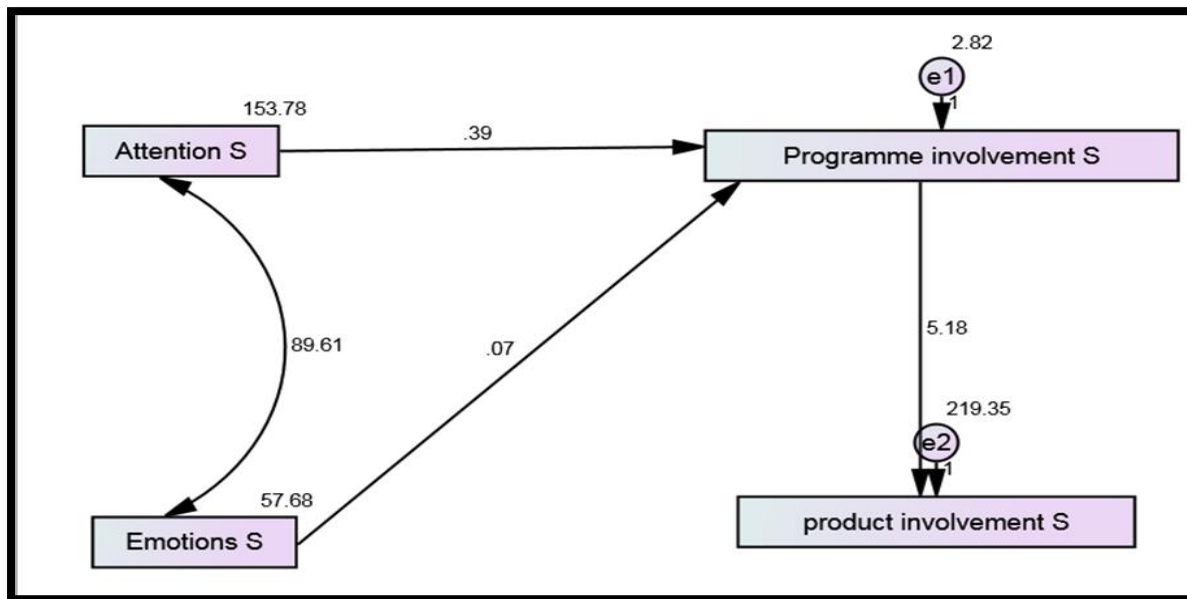


Figure 5-14 Shopping mall unstandardised model

Yet again, the relationship between variables can be displayed in an unstandardised model. Therefore, the path coefficients in this model are 0.07, 5.18 and 0.39. These values represent the amount of change in the dependent or mediating variable for each one unit change in the variable predicting it. The values are less prominent in effect to be used as the basis for findings in this study and will not be referred to anywhere in the discussion. However, from the same model, the covariance between attention and emotions of 89.61 denotes a very important linear association between those variables.

Based on the above findings, further significant relationships between the constructs based on this study's proposed model were discussed under the hypotheses section as follows.

### 5.8 Hypothesis findings

In this section of analysis, the hypotheses testing and findings are presented. The hypothesis test is used in this study to understand the relationships that exists between the variables with the assumption that the variables under study apply to the larger sample and that the topic of interest is easily understandable. Thus, the variables that lay the foundation for this study hypothesis consists of emotions, attention, programme involvement and placed product involvement. There are four hypotheses being proposed in this study and they will each be discussed below.

5.8.1 H1: Consumers positive emotions towards the programme have an influence on their attention towards the programme and vice versa.

Table 5-23 Correlation analysis for H1

Programme	Correlation coefficient	Sig.(2-tailed)	Accepted/Not accepted
Internet	0.922**	.000	Accepted
Auto show	0.972**	.000	Accepted
Magazine	0.935**	.000	Accepted
Shopping mall	0.951**	.000	Accepted

**\*\*Correlation is significant at the 0.05 level (2-tailed).**

Table 5.23 projects the H1 hypothesis proposed in the study. For this proposition, the independent variable can be emotions towards the programme, attention towards the programme and vice versa for the dependent variable. Therefore, it can be seen from the results of correlation that the hypothesis is accepted, because for all the programmes, correlation values are positive and the influence the constructs have on each other is significant, as demonstrated by the significance values less than 0.05. The results of this analysis revealed significant results which were expected. Thus, it makes sense that when consumers have positive feelings towards the programme, they will repeatedly interact with it and pay attention to it. In the same manner, by paying attention towards a programme, consumers develop positive feelings towards it through its ability to address their personal identity and self-concept.

This was also evident in the study conducted by Argan, Velioglu and Argan (2007:163) in which their research highlighted that consumers who view a programme frequently and enjoy it, focus their attentional resources towards it and tend to observe product placements within it as well. Kotler and Keller (2009:288) also reveal that the emotional appeal of the programme makes customers pay complete focus to the programme and be involved with it. For example, the repeated exposure of an unconditioned stimulus (programme) to a conditioned stimulus (celebrity using a product) arouses consumers' attention towards the programme. Thus, it can be concluded that the explanatory variables used in this study are similar to other studies on what causes product placement effectiveness.

5.8.2 H2: Consumers positive attention towards the programme has an influence on their involvement towards the programme.

Table 5-24 Regression analysis for H2

Programme	Standardised regression coefficient	Obtained P- Value	Accepted/Not accepted
Internet	0.807***	0.000	Accepted
Auto show	0.773***	0.000	Accepted
Magazine	0.61***	0.000	Accepted
Shopping mall	0.865***	0.000	Accepted

**\*\*\*Regression path is significant at the 0.001 level (Three-tailed)**

For this proposition, the independent variable is attention towards the programme while the dependent variable is programme involvement. Table 5.24 above shows that the standardised regression weights and results of the hypothesis test provide support for H2. The hypothesised paths are significant at  $p < 0.001$ . Overall, as predicted, there is a substantial direct relationship between consumers' positive attention towards the programme and programme involvement. This is in line with Van Reijmersdal *et al.* (2005:45) findings which revealed that attention towards a programme influences positive evaluation of the programme itself by its viewers. For example, readers who positively evaluate magazine content will pay attention towards the magazine. The results are also consistent with previous findings by Lavie (quoted by Gangadharbatla, 2006:49) who used the perceptual load theory to clarify that "spare capacity beyond that taken by primary task is automatically allocated to irrelevant stimuli". This means that the first primary attention is allocated to the programme while the rest can be devoted to product information within media content. Thus, as customers pay attention to the programme, they become involved with content within it as well.



5.8.3 Consumers positive emotions towards the programme have an influence on their involvement towards the programme.

Table 5-25 Regression analysis for H3

Programme	Standardised regression coefficient	Obtained P- Value	Accepted/Not accepted
Internet	0.129	0.022	Not accepted
Auto show	0.202***	0.000	Accepted
Magazine	0.355***	0.000	Accepted
Shopping mall	0.093	0.1	Not accepted

**\*\*\*Regression path is significant at the 0.001 level (Three-tailed)**

With this proposition, the independent variable is emotions towards the programme, whereas the dependent variable is programme involvement. Table 5.25 shows that the standardised regression weights which are supported by the hypothesis are of a small to medium effect. This implies that there are other variables which can explain/contribute to the understanding of programme involvement besides positive emotions towards the programme. It also appears that the consumer's emotions towards the Internet and shopping mall does not interact with programme involvement. The findings of an Internet and shopping mall programme, although interesting, were not expected. The findings create confusion because emotions towards a programme play a vital role to placed product involvement. That is to say, the assumption was that as long as a programme does not deter customers from enjoying what they are viewing, consumers will react favourably towards the programme. Hence, the findings create a perception that the Internet and shopping mall are intrusive and are not effective programmes to attract customers to the placed product.

The reason why the Internet relationship is insignificant could be, firstly, because the Internet has many platforms where product placement can be integrated and the respondents may have answered in relation to a platform they do not like, as it was not specific which platform they should consider. For instance, via the Internet, a car can be integrated into a blog, social media, webisodes, podcasts, applications and others. However, a customer may have responded with pop-ups and banner advertisement in mind which have been proven to irritate customers and thus lead to negative emotions towards the Internet (MarketingSherpa, 2008). In a way, how a consumer defined the entertainment/emotions derived from the Internet does not necessarily make them more or less right about emotions towards the programme not

influencing programme involvement. The other reason could be that the question items distributed were not particularly relevant to the emotions that can be derived from using the Internet as evidenced by a Cronbach alpha value of 0.945, compared to the reliability of this construct on other programmes (0.985 for an auto show, 0.977 for a magazine and 0.980 for shopping mall).

On the other hand, the shopping mall relationship could also be insignificant because, once again, the question items were few and they did not exactly relate to the emotions experienced by visiting a shopping mall. Looking at the literature, these findings represent a discrepancy. According to Goldberg and Gorn (1987:390), the relationship between emotions towards the programme and programme involvement is strong and this has added to the success of product placement because its tools represent entertainment more than advertising to consumers. In that sense, consumers who are in a happier mood as they watch a programme, think about the programme and look forward to it. Furthermore, contrary to the results of this study Kamins, Marks and Skinner (1991:2) found that, “subjects viewing a happy commercial evaluated it more positively on various measures of advertising effectiveness in the context of program content designed and observed to induce a happy mood”. This means that the more positive feelings were felt during programme viewing, the more positive influence on consumers’ engagement with it.

5.8.4 H4: Consumers positive involvement towards the programme and the strength of programme association with the product has an influence on their involvement towards the placed product.

Table 5-26 Regression analysis for H4

<b>Programme</b>	<b>Standardised regression coefficient</b>	<b>Obtained P- Value</b>	<b>Accepted/Not accepted</b>
Internet	0.864***	0.000	Accepted
Auto show	0.933***	0.000	Accepted
Magazine	0.915***	0.000	Accepted
Shopping mall	0.891***	0.000	Accepted

**\*\*\*Regression path is significant at the 0.001 level (Three-tailed)**

In this proposition, the independent variable is programme involvement and the dependent variable is placed product involvement. The path estimates in table 5.26 are significant. Thus, the hypothesised paths are supported at  $p < 0.001$ . As expected, the indirect relationship between programme involvement and placed product involvement is large and logical. Consumers who are highly involved with a programme take note of the products they view within a programme and interact with them as the need arises. This proposition was made with regard to Bhatnagar, Aksoy and Malkoc's (2004:100) findings that consumers' involvement with the programme impacts on the effectiveness of product placements. Hence, based on the results of this study, this proposition is supported. There seems to be an indirect effect between programme involvement and placed product involvement. In addition, Gupta and Lord (1998:53), as well as Karrh (1998:33) found that product placement effectiveness is attributed to situational capacities before the consumer at a particular point in time, and that such capacities, amongst others, are inclusive of mood, attention intensity and programme/issue involvement. Celsi and Olson (quoted by Love *et al.*, 2012:44) went on to explain that "involvement with a viewed programme motivated consumers to increase their level of attention to the information presented and their subsequent comprehension of that information". According to Balasubramanian *et al.* (2006:120), the more engaged consumers are with media content, the higher the possibility for them to use embedded brands that express their identity.

Noteworthy features in this study therefore include the positive relationship between programme involvement and placed product involvement for all the programmes as depicted by the statistically significant standardised regression values (0.864, 0.933, 0.915 and 0.891). The values indicate a stronger relationship between programme involvement and placed product involvement. Thus, this relationship answers the main objective of this study, which is to determine the impact of product placement on consumer involvement with the product.

### **5.9 General characteristics of the respondents**

Looking at the future demand for cars in table 5.27, out of 300 respondents, surprisingly 46% of the respondents who already own a car are looking for a new car, while 54% of the respondents are not looking for one. This finding creates an opportunity for car companies to market their cars aggressively using product placement tools.

Table 5-27 Respondents looking for a new car

		Frequency	Valid Percent
Valid	YES	138	46.0
	NO	162	54.0
	Total	300	100.0

According to figure 5.15, out of the 138 (46%) respondents who are looking for a new car, 103 (74.6%) of the respondents are doing their searches over the Internet, 53 (38.4%) at an auto show, 36 (26.1%) in magazines, 25 (18.1%) at shopping malls, and only 4 (2.9%) of the respondents actually do their search by visiting the dealership. The total number of respondents in each programme is increased, because each respondent was given the chance to select more than one programme at a time. The high percentage (74.6%) of people doing their searches over the Internet is expected because more and more people in South Africa access the Internet and search for information online through their mobile phones.

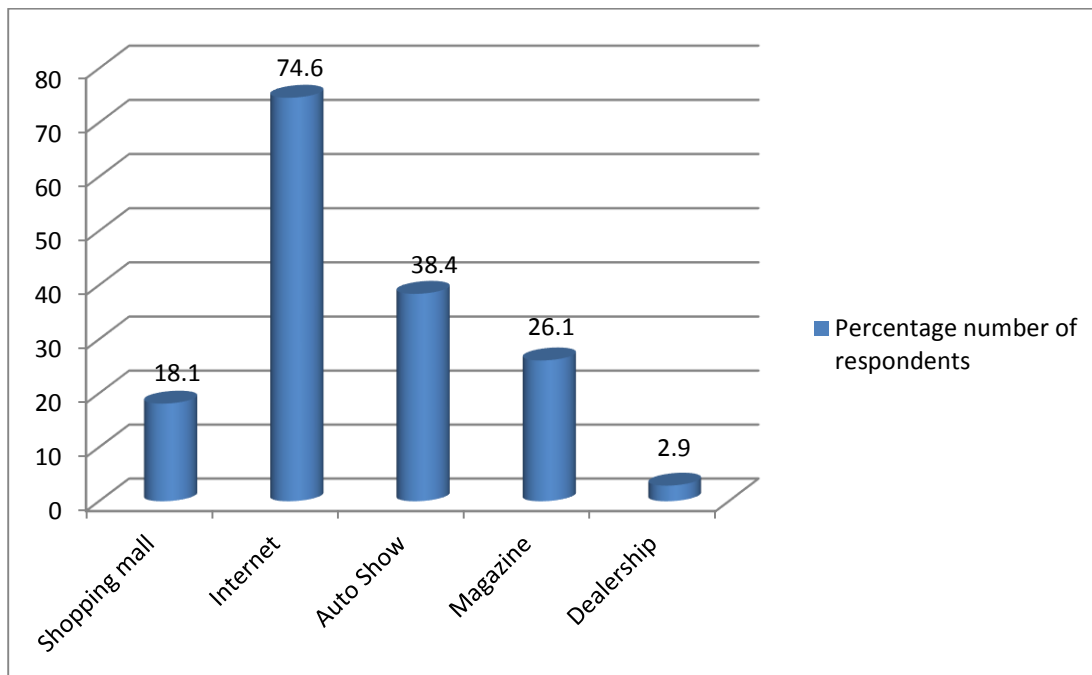


Figure 5-15 Search programmes for a new car

Table 5.28 below illustrates how often customers respond to a car brand's display in a programme. This question was necessary in order to see the extent of influence of product placement on consumer behaviour. It can be seen that the highest number of respondents 39.7% made up the sometimes option, followed by respondents in the almost always option 23.7%, 23.3% for the always option, 9.3% almost never and only 4% of the respondents never respond to a car brands display in a programme out of 300 respondents. These results are interesting, because they indicate that customers do notice and develop interest in cars upon exposure to them within programmes. Hence, as long as those products are in memory, they are likely to be considered when the need arises.

Table 5-28 Customer response to a car brand's display in a programme

		Frequency	Valid Percent
Valid	Never	12	4.0
	Almost never	28	9.3
	Sometimes	119	39.7
	Almost always	71	23.7
	Always	70	23.3
	Total	300	100.0

As shown in figure 5.16 below, the findings indicate that of the 288 (96%) respondents who do respond to a car display in a programme, a majority of 184 (61.3%) are persuaded to buy the car in the long run, while 104 (34.7%) are persuaded short-term. The results of persuasion mostly happening in the long term (61.3%) were to be expected because a car is classified as a high involvement product, therefore a lot of factors which require time and effort are taken into consideration before its purchase.

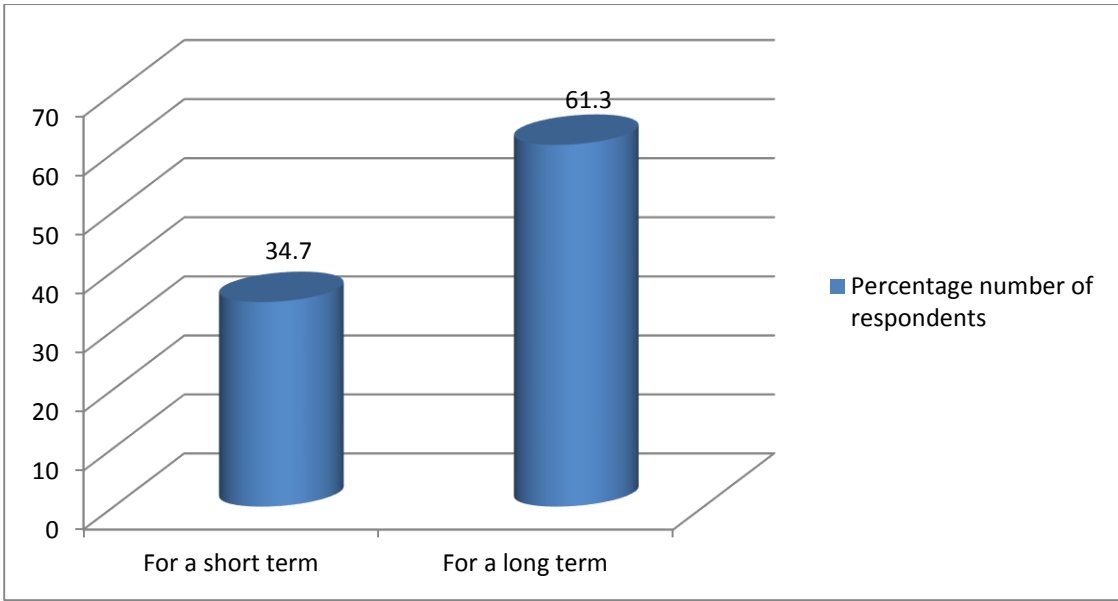


Figure 5-16 Degree of persistence towards a car displayed in a programme

On a scale of 1-5, 1 represents strongly disagree, 2 disagree, 3 uncertain, 4 agree and 5 strongly agree and this is what the mean scores represent.

Table 5-29 Mean of the car features appropriate to discuss in a programme

	N	Mean
Price	300	4.72
Service Plan	300	4.65
Air conditioners	300	4.15
Maintenance costs	300	4.74
Fuel economy	300	4.74

Table 5.29 depicts the number of respondents and their mean scores in relation to car features necessary to discuss in a programme. It can be observed that the mean score for maintenance costs and fuel economy are the same (4.74), compared to the mean score for price (4.72) and the mean score for service plan (4.65). There is no real difference, however, between the mean scores, hence the respondents strongly agree to want price, service plan, maintenance costs and fuel economy to be discussed in a programme. On the other hand, the mean score for air conditioners is 4.15, showing a real difference from other scores meaning that the respondents agree on wanting air conditioning to be discussed in a programme.

In summary of this section, almost all the hypothesised paths in the structural model for the different programmes were supported at  $P < 0.001$ . Thus, paths marked with three asterisks (\*\*\*) are significant at the 0.001 level. Therefore, what is important is that the effects of involvement with all the programmes where the cars are placed are significant. On the other hand, there are still more consumers (46%) looking to buy cars in the future and almost all of them are doing their searches over the Internet (74.6%). The most consumers who buy cars are males in the middle income group category who also reside in the urban areas of Bloemfontein. The results further revealed that 61.3% of consumers are persuaded in the long term to buy a car because it is a high involvement product and that specific car features are important to be highlighted in the product placement tool to guide consumers to make a purchase decision.

### 5.10 Qualitative findings

Four expert interviews were conducted with the following managers:

Ford Sales Manager: **Stefan Smith**

Toyota Sales Manager: **Altus Moolman**

Volkswagen Sales Manager: **Willie Van Zyl**

General Motors Sales Manager: **Owen Seata**

This section of the analysis answers some of the research objectives not covered in the quantitative data findings. Thus, the results are reported based on the face to-face interaction with the sales and marketing managers in the Bloemfontein automobile industry.

An overview of whether the four motor companies (Ford, General Motors, Volkswagen and Toyota) selected for the purposes of this study practice product placement of vehicles was necessary. Interviewees in this study revealed that they do in fact practice product placement and that they have been applying it for more than five years. One of the managers, Smith (Ford), went on to say that they apply the concept and that they could not be an exception to the adaptation of product placement because it yields good results for business. Other managers shared the same sentiment that product placement is effective in terms of meeting their business objectives and therefore it plays a major role in their marketing communications strategy.

The researcher asked the managers to what extent they use product placement as their marketing communications strategy. Interestingly, all the managers pointed out that they use product placement to a great extent and thus position it as one of their top communications strategies. Accordingly, it was expected that product placement as a marketing communications strategy is also considered as a client's long-term strategy as the following interviewee emphasised:

*“In the motor industry, product placement is here to stay and is yet to become successful in the long-run,.it is possible to execute it in so many places that customers enjoy and are exposed to; so its application is phenomenal for business success”*(Van Zyl, Volkswagen).

During the discussion on the best ways to let customers know about new products in the market, the researcher found that marketing communication tools serve that purpose. Therefore, these tools help to interact with customers in such a way that they will respond to the offering. This finding is consistent with the literature of Keller (2009:141), which highlighted that effective communication with customers about products helps customers to keep in contact with the company and its products.

Another question that was posed by the researcher in the same discussion was for managers to rank their marketing communication tools in order of importance. Smith (Ford) first stated that there are other marketing communication tools excluding the ones the researcher had mentioned. Even so, the marketing communication tool that came at the top of managers' lists was advertising and social media marketing, followed by product placement, personal selling, sales promotion, direct marketing and public relations. In essence, there is effective communication of information about offerings to customers in use in these companies.

The four product placement tools presented to the interviewees were the Internet, auto shows, magazines and shopping malls. The tools were categorised based on behaviour patterns of customers in South Africa. The managers at the Bloemfontein branch level acknowledged to using shopping malls, the Internet, and auto shows at their own discretion. Some of the managers indicated, however, that magazines are applied at the national marketing department.

*“At the branch level, external communication strategies used to interact with local customers are based on their profile. However, all the available strategies can be applied from the national and branch level to communicate with all customers”* (Seata, General Motors).



Other unique product placement strategies that were uncovered to be applied by the managers at the branch level are:

*“Farm days & Bloemfontein shows” (Ford and Toyota), Sports: annual bicycle race, certain candidates’ endorsements: celebrities who visit Bloemfontein and cricket/rugby unions (General Motors), University of Free State graduates, cricket/rugby unions (Ford)”.*

Within the product placement tools chosen for this study, the researcher posed the question about which of the product placement tool was more effective and the reasons for their effectiveness. All managers revealed that amongst all the product placement strategies used at the branch level, the Internet is the most effective for marketing purposes. This is made clear by the following statements:

*“The younger generation uses social media a lot, hence the Internet is dominant for marketing purposes” (Moolman, Toyota).*

Another manager reinforced the same opinion by stating further that:

*“The Internet has the ability to reach customers at a time when they are not actively scanning out advertisements but are in a sense relaxed and enjoying the programme” (Van Zyl, Volkswagen).*

*“The Internet has a wide-spread reach, which enables people all over South Africa to get in touch with what is happening in Bloemfontein even though they may have not been there. Thus, customers outside Bloemfontein who surf the Internet can easily be exposed to our vehicles and buy them as delivery can be made anywhere in South Africa” (Seata, General Motors).*

According to the managers, shopping malls and auto shows are the next product placement tools that are effective for marketing purposes. Smith (Ford) mentioned that these tools are effective because of their interactive nature. Some of the managers attested that customers become more engaged with a vehicle when they can actually see and feel it. The research findings highlighted very important, interesting results that farm days/Bloemfontein shows at the branch level are almost as effective as auto shows and shopping malls. The findings suggest that the effectiveness of farm days/Bloemfontein shows is related to the fact that customers get exposed to physical vehicles, which ultimately tempt them to want to test drive the vehicles. From the managers’ point of view:

*“Static show placements of vehicles are effective for marketing purposes when it comes to introducing new vehicles and show-casing vehicles that are on special because of their longer shelf life. Apart from that, some clients make inquiries at the static shows from sales executives which often lead to closing of sales deals” (Smith, Ford).*

In summary of the above results, product placement tools have the potential to communicate with customers and get them engaged with products.

The researcher went on to ask the managers what they base the decision on of which product placement tool to use amongst the many options available. All the managers mentioned the fact that they consider the cost and return value of the tool, the objective that the company has at that moment, inquiries from a certain tool which help to identify the source of most clients and on-going trends that take precedence in a customer’s lifestyle. Smith (Ford) explained that cost and return value of a tool are very important to evaluate to ensure that a company does not run a loss. For instance, if a magazine is expensive to integrate a product in but attracts a minority of the target audience, the option of a cheaper tool with greater reach will be a valuable choice. Seata (General Motors) said that on-going trends that take precedence in a customer’s lifestyle are the most important because a product placement tool is supposed to be desirable to customers so that they can pay attention to it.

In general, the above points create a situation in which some strategies are used to communicate with customers while others are left aside. The more effective a strategy renders itself in meeting a company’s objectives, the more it will be applied.

The next step in the interview was to solicit whether managers do measure the effectiveness of their marketing communications strategies, particularly product placement. The discussion revealed that they do measure the effectiveness of the strategies and they believe that product placement is effective as it enables 90% brand awareness, 60% sales (turnover and income), and appropriate inquiry/search behaviour from customers about vehicles. Moolman (Toyota) made it clear that for any communication to be considered as effective, there should be appropriate feedback from customers to the senders of the message.

It is clear from the above outcomes that when customers are exposed to products, they are propelled to act in different ways that display their interest towards the product and therefore their responses have an impact on the very same products.

The question of the extent to which customers get involved with vehicles as a result of product placement was then asked. Most managers first took a breath and said it depends on the type of programme/event, but in most cases customers become highly involved with our vehicles from product placement strategies. In seeking to further comprehend the outcomes of an effective integration, particularly the way managers are able to see/measure how involved customers are with vehicles as a result of product placement, a number of factors were raised.

*“Increased number of sales after marketing on programmes”* (Van Zyl, Volkswagen).

*“Inquiries coming through the Internet/phone calls about price, performance, service plan after exposure to vehicles on programmes”*(Seata, General Motors).

*“Customer positive posts online (facebook, twitter) show their level of interest in the vehicles”* (Moolman, Toyota).

*“Customers attend special vehicle launches as an indication of their interest in the vehicle”* (Smith, Ford).

*“Observing how many customers go to look at a particular vehicle closely either at the static shows or in the dealership”* (Seata, General Motors).

*“Noting the number of customers who take business cards from sales executives at static shows or in the retail store”* (Seata, General Motors).

*“Sales executives draw customer data at static shows and make follow-up calls which return positive feedback about most customers being interested in the vehicles”* (Seata, General Motors).

Based on involvement literature, upon exposure to products from different programmes, customers elaborate upon those products in their minds and seek ways to interact with them to satisfy their interest (George & Edward, 2009:9). Smith (Ford) positively added that it is always important that managers are aware of how involved customers are with vehicles as a result of product placement, because the level of involvement determines how successful the placement was.

Managers were asked to identify the order of response they expect from customers after they see vehicles in product placement tools. Based on the findings, the order of response (which also reflects the types of involvement) was as follows:

Behavioural involvement → Affective involvement → cognitive involvement

Moolman (Toyota) explained that, when customers are exposed to vehicles, they engage in behavioural actions such as talking about the placed vehicle to their friends and family or searching for information about the vehicle at all relevant contact points. He went on to say that customers then go on to develop positive predispositions about the vehicle based on confirmed expectations and finally when the customer is aware and knowledgeable about the vehicle, they think through their decision to actually purchase it and whether it is really important to them.

In that sense, managers were then asked what they regard as a successful response for their business. The statement below from one of the managers is indicative:

*“What we want is a customer who makes an extra effort to make their own search for information from other sources (e.g. Internet search for features) and then finally comes to the store to make an application to purchase a vehicle they are satisfied with”* (Seata, General Motors).

Since it had been inferred that there are outcomes to a right integration, it was further interesting to know how managers ensure that product placement of cars generates the desired consumer response. The results demonstrated the following strategies:

*“Nice exhibition at static shows e.g. lights, screens and sound. The perception of managers was that seeing and hearing at the same time gets customers more involved”* (Van Zyl, Volkswagen).

*“Offer clients who show interest in the vehicle a test-drive while giving them features. Managers are of the view that customers will be induced to want to own the car”* (Seata, General Motors).

*“Choose a busy spot at the static shows so that many people will get to view the vehicle”* (Smith, Ford).

*“Presentation of the vehicle is very important at static shows- Bakkie (display vehicle on the side using a ramp), portable car (portable corner where it shows the customer how he/she is going to take it in and out of the parking lot)” (Seata, General Motors).*

*“Presence is very important-respond as soon as possible e.g. 5 minutes, particularly when using the Internet programme, otherwise the customer may go to another industry” (Moolman, Toyota).*

*“The vehicle should be well-aligned to the programme so that customers will notice it. The perception of managers was that doing product placement right the first time will make the product infallible” (Moolman, Toyota).*

Overall, the motor industry in Bloemfontein seems to put in some effort to ensure that product placement results in the desired consumer response. It was highlighted in literature that enough thought and creativity is needed to execute product placement so that customers may find it interesting. The more product placement is nicely integrated into a programme, the more customers will pay attention and develop positive feelings towards the vehicles and buy them.

### **5.11 Summary of findings**

Looking back at the quantitative data analysis section, the auto show path shows a much stronger relationship between programme involvement and placed product involvement (0.933), followed by the magazine path (0.915), then the shopping mall path (0.891) and, lastly, the Internet path (0.864).

Based on the above results, it is very surprising that the auto show (0.933) path takes precedence over the Internet path (0.864). This is because sales managers in the four companies revealed that the Internet is more effective for them in terms of getting customers involved with cars than the auto shows, whereas customers themselves claim the auto show to be the most dominant predictor of their involvement. Despite that, managers did not mention magazines at the top of their priority to get customers more involved with cars, perhaps because they are not used at their own discretion, but surprisingly also, according to customers, they use magazines to get them actively involved with cars (0.915).

Furthermore, the shopping mall (0.891) still takes precedence over the Internet (0.864), which was not the result expected. However, since emotions towards the Internet on Internet involvement was statistically insignificant, as well as emotions towards shopping mall on

shopping mall involvement, the results could not be discounted and are worthy of consideration.

On the other hand, in the face of such realities in this study, the paths will be discussed in relation to the literature findings as well. Despite everything else, it is possible that the Internet may occupy the last position according to customers because most customers perceive it to have a commercial intent, which makes them likely to doubt its credibility and the source of its persuasion intent. Even so, a study carried out by Deal (2005) is congruent with managers' results that the Internet is the most dominant programme to get customers more involved with cars, because customers nowadays are primarily using the Internet to search for information and for entertainment. Apart from that, more findings reveal that the Internet is suitable for product placement because of its various present forms of design and implementation of advertisements which attract customer attention and provide them with more information as they request it. For example, banners and pop-up windows are utilised in an Internet environment.

Even so, realistically speaking, a customer is bound to desire to touch and feel the car which makes practical sense as to why the auto show and shopping mall would supersede the Internet to get customers engaged with cars. Thus, the auto show and shopping mall appear more credible and more significant as a result. Yet again, according to Van Reijmersdal *et al.* (2005:40), magazines are effective to get customers engaged with cars because attention to print media is enhanced when the placement is in editorial format instead of advertorial. This means that customers will pay more attention to the editorial content and perceive the placement as more credible because the content comes from a source (print company) that has no product-selling motive. Thus, the information displayed in a magazine is easily accepted by customers.

## **5.12 Conclusion**

The chapter showed the nature of consumers who are mostly influenced by product placement of cars in this study from the South African perspective, their gender (males), age (25-45), income group (R10000-R15000), location (Urban), ethnicity (blacks), and the most utilised product placement tool (Internet). On the other hand, the study further reviewed the potential of product placement to grow in the near future. The result is that product placement will be successful in the long run as there are still more consumers (46%) looking to buy cars.

Of importance also, is the fact that these consumers are doing their searches over the Internet (74.6%). Hence, marketers have the opportunity to market more aggressively over the Internet and other product placement tools.

Interestingly also, since a car is a high involvement product, most consumers (61.3%) are influenced to buy it in the long term because they are cautious in evaluating its features and risk properties. In that sense, marketers will have to use product placement tools longer or repeatedly for consumers to notice cars and have them in their consideration set when they make their decision to buy them. That is, the more a consumer is exposed to the product, the more they will regard it in a positive manner. Also, all consumers consider the following features: price, fuel economy, maintenance costs, service plan and air conditioners to be important to integrate within the lines of a programme to create interest in the product. Thus, the integrated car should have relevant features and be affordable to motivate consumers.

In reviewing the path model structural portion, it can be seen that programme involvement is influenced by emotions towards the programme and attention towards the programme. Placed product involvement is influenced by programme involvement. Hence, the antecedents of programme involvement on placed product involvement are emotions towards the programme (0.129, 0.202, 0.355 and 0.093) and attention towards the programme (0.807, 0.773, 0.61 and 0.865). Programme involvement on placed product involvement is a significant predictor of consumers' involvement towards the placed product (0.864, 0.933, 0.915 and 0.891). Even though emotions towards the programme does not have significantly large values as one of the antecedents of programme involvement, programme involvement scales measure what they are intended to measure and that is consumers' involvement with the placed product as predicted by theory. In that light, programme involvement scale satisfies the nomological validity requirement in this study. Hence, product placement of cars on various programmes is effective to get customers actively involved with cars. These results were obtained irrespective of the consumers' level of emotions towards the Internet and shopping mall programmes themselves.

Overall, managers also revealed that product placement has many benefits in the car industry and is positioned at the top of their marketing communications strategy. For customers to get highly involved with cars, the cars should be congruent with the scene presented.

## Chapter 6: Conclusions and recommendations

In this chapter, the conclusions to the study will be discussed, paying particular attention to the research findings and objectives. The implications of the research report to marketers and sales managers of the car industry will be highlighted with significant recommendations thereof.

### 6.1 Theoretical conclusions

The study was an endeavour to determine the impact of product placement on consumer involvement in the automobile industry. As has been noted in literature and further confirmed in the research findings of this study, product placement is an attractive and valuable communications strategy for marketers. This is because it is executed in realistic environments in which the audience is already emotionally engaged most of the time, and thus enables easy persuasion for the product and more openness to suggestion.

During the literature study, it was discovered that less disruptive forms of communication, such as product placement, are proving to be more efficient in providing feedback and are cost-effective for marketers compared to traditional advertising means. That being the case, product placement is seen to be proliferating as the current non-interrupting advertising trend in today's market. This fact was also manifested by marketing and sales managers in the four companies who acknowledged to positioning product placement at the top of their marketing communications strategy as a client's long-term strategy.

Furthermore, even though the appeal of product placement in South Africa seems relatively recent, the practice of product placement has been applied for several years in other developed countries, particularly the United States where it originally emanated from. In that sense, there are several marketing communication trends that made product placement a common adapted communications strategy in SA. Such trends are inclusive of clutter in traditional advertising commercial messaging, talkability/influence of word of mouth, media fragmentation, increasing gap between traditional advertising decreasing impact coupled to simultaneous costs increases, marketing boredom/the need to do something different to be noticed, and lifestyle/audience fragmentation (Patterson, 2008:54). Also, product placement has many benefits to marketers that have made it a necessary priority. The benefits of product placement in the automobile industry include, amongst others, its ability to demonstrate new



cars in the market, creation of brand awareness, increases in sales and appropriate enquiry behaviour about new cars from customers.

On the other hand, there are many platforms where product placement can be carried out that are in line with audience and media fragmentation, and the ones that were made applicable in this study are the Internet, auto shows, magazines and shopping malls. That is to say, consumers' lifestyle in their search for a car in the car market is oriented towards those four media. Despite that, upon seeing cars in media, consumers go through psychological processes which help them interact with the product. Such psychological processes result in cognitive reactions, emotional reactions and behavioural reactions to the product. Based on that issue, managers particularly revealed that the order in which they expect consumers to process product placements of cars starts with a behavioural reaction, then an affective response, and finally a cognitive response. Therefore, the effect of product placement on consumer behaviour is significant and cannot be underestimated.

Moreover, having noted the compelling nature of product placement on consumer involvement in the car industry, the emphasis on consumer emotions and attention towards the programme were also important to consider as antecedents to placed car involvement. Gupta and Lord (1998:53) provided evidence suggesting that a product which is incorporated in a programme that consumers enjoy, benefits from a heightened attention and processing willingness where the viewer is concerned and that in comparison, a lot of consumers are able to differentiate between the information which confronts them as part of the programme and the accompanying advertisements. Thus, intentional exposure to products due to programme involvement gets the consumer highly involved with the products. This means that viewers most often recognise that the products they are exposed to are not featured by mistake and they end up elaborating upon them in their minds after viewing a specific programme. A consumer's involvement state towards the product is thereby realised by making enquiries about the product, going to the store to look for the product, or even positive word of mouth communication about the product to friends and family.

### **6.1.1 Empirical findings**

The findings showed that the characteristics of the respondents (gender, age group, income group, location, and ethnicity), although not the main basis for this study, their analysis provides insights into which groups are mostly influenced by product placement of cars. Such findings demonstrated, therefore, that majority of males (59%) own cars in comparison to

females (41%). Also, most car owners in this study (49%) are adults between the ages of 25 and 35. On the other hand, looking further at the results, the middle class are the ones mostly affected by product placement of cars in the Toyota, Ford, General Motors and Volkswagen market. Also important to note, product placement of cars was deemed to have a substantial influence on consumers from urban areas who seem to have a better understanding of the content and context of communication. Furthermore, according to the findings in this study, more blacks than other ethnic classifications are affected by product placement of cars. Overall, this means that the nature of participants plays a vital role when designing product placement strategies.

In line with the programme consumers used when they decided to buy their car, the majority of responses indicated the Internet product placement tool (160), followed by magazines (111), then auto shows (78), and finally shopping malls (47). It was also realised that, for consumers who are looking to buy a car in the future, the Internet still presented the highest valuable search programme (74.6%), followed by auto shows (38.4%), magazines (26.1%), shopping mall (18.1%), and lastly the dealership (2.9%). In retrospect, however, it was picked up in the further analysis (using robust statistical fit techniques) that when it comes to consumer involvement with the product which the respondents had to answer questions about with, the order of which tool was more effective in persuading consumers to buy their cars changed drastically for the general sample. This means that even though the Internet tool was used a great deal, it was not rated high on the scores of a likert scale in terms of involvement. Therefore, auto shows were observed to be at the top, followed by magazines, shopping malls and, lastly, the Internet.

In addition, there are still more consumers (46%) looking to buy a car in the near future and this indicates a viable market. Of importance also, consumers sometimes respond to product placements and this is a promising factor for the car market. This means that product placement plays an active role in causing customers to consider buying products. On the other hand, it was discovered that consumers are persuaded in the long run to buy a car displayed in a programme because a car is a high involvement product, meanwhile they also choose cars based on their features, such as Price, service plan, air conditioners, maintenance costs and fuel economy. These features, hence, play a pivotal role to entice the consumer with the car being promoted.

Consumer involvement with the product as a result of product placement is driven by certain mediating factors and the ones relevant in this study are: emotions towards the programme, attention towards the programme, and programme involvement.

The research findings indicate that there is a causal relationship between the mediating factors themselves. Also, these relationships contribute to placed product involvement.

Based on the above finding, it was demonstrated through path modelling that the relationship between attention towards the programme and programme involvement is strong (0.807) for the Internet programme, as well as the relationship between programme involvement and placed product involvement (0.864). However, still for the Internet programme, the relationship between emotions towards the programme and programme involvement had a small effect (0.129) and was deemed insignificant. Also, the findings on the auto show programme indicated that attention towards the programme has a large effect on programme involvement (0.773) and programme involvement on placed product involvement (0.933), whilst there is a weak relationship between emotions towards the programme and programme involvement (0.202).

Furthermore, for the magazine programme, there is a moderately strong relationship between attention towards the programme and programme involvement (0.61), compared to the relationship between programme involvement and placed product involvement (0.915). Still on the auto show programme, there is a moderately weak relationship between emotions towards the programme and programme involvement (0.355). Apart from those, for the shopping mall programme, the findings revealed that attention towards the programme has a large effect on programme involvement (0.865), as well as programme involvement on placed product involvement (0.891). However, there is a very weak, insignificant relationship between emotions towards the programme and programme involvement (0.093).

Overall, the causal relationships between the factors are strong except for the relationship between emotions towards the programme on programme involvement which was demonstrated by small effects.

On the same note, looking at the first hypothesis proposed in this study, correlation analysis technique was used to test whether consumers positive emotions towards the programme

have an influence on their attention towards the programme and vice versa. The findings obtained for this hypothesis were accepted. That is, there is a positive relationship between emotions towards the programme and attention towards the programme. This reality was demonstrated by positive correlation values for all the programmes, namely 0.922 (Internet), 0.972 (auto show), 0.935 (magazine), and 0.951 (shopping mall), respectively. Meanwhile, other hypotheses in this study were tested using path modelling and the findings were interpreted, mainly based on standardised coefficient values because they were easily comparable.

Based on the second hypothesis in this study, there is a substantial relationship between consumers' positive attention towards the programme and programme involvement. The findings for this hypothesis revealed positive standardised coefficient values to a different extent for all the programmes, namely 0.807 (Internet), 0.773 (auto show), 0.61 (magazine), and 0.865 (shopping mall), accordingly. Furthermore, the third proposition made in this research revealed results that were not expected. The reality was that consumers' positive emotions towards the programme have an influence on programme involvement, depending on the type of programme. For instance, the proposition was not accepted for the Internet and shopping mall programme. This was mainly because the programmes had very weak regression coefficient values, namely 0.129 (Internet) and 0.093 (shopping mall), which were suspected to be the result of a few unrelated question items with regard to the emotions that are derived by using those programmes. On the other hand, even for programmes that the proposition was applicable to, the relationship was of a small to medium effect 0.202 (auto show) and 0.355 (magazine). This means that there are other factors which are basic to the understanding of what causes programme involvement other than emotions towards the programme.

More important still, as can be reflected, the main aim of this study was to determine the impact of product placement on consumer involvement with the product. Thus, the last hypothesis proposed in this study, "Consumers positive involvement towards the programme and the strength of programme association with the product has an influence on their involvement towards the placed product", was designed to answer the main aim of the study. The findings for this hypothesis indicate a large positive relationship between programme involvement and placed product involvement, namely 0.864 (Internet), 0.933 (auto show), 0.915 (magazine), and 0.891 (shopping mall), respectively. This means that the more

consumers are involved with the content of the programme, the more they are likely to observe and understand or relate to the products that appear within those programmes and become involved with them over time.

In this research, it was found that product placement can be practiced over a variety of mediums for a higher impact. The media that elicited the highest consumer involvement in the automobile industry, according to this study's results, is the auto shows, followed by magazines, shopping malls and, lastly, the Internet. These findings were justified based on acceptability and credibility of the media to the consumers, specifically the magazine whereby advertisements are included as part of the content. The content reaches all readers, however, they can be questionable to a limited extent, considering the fact that they are not congruent with what managers projected. That is, based on the findings from managers, the Internet brings out the highest involvement, followed by farm days/auto shows/shopping malls and, finally, magazines. The argument of Internet eliciting the highest involvement from the manager's point of view is that the Internet is interactive in nature and has the potential to reach many people at the same time on online programmes which they are emotionally attached to. Apart from that, the Internet is still highly used for information searches by the majority of people and it is a cheap communication tool for marketers.

Through the results obtained, valuable information was learned regarding which media is most effective for what reasons. The researcher concludes, therefore, that the impact of product placement on consumer involvement in the automobile industry is indicative of the effectiveness of product placement on industry success, as evidenced by the significant positive relationships between the independent variable (programme involvement) and dependant variable (placed product involvement). This lends credibility to the point that emotions and attention towards the programme influence programme involvement and that programme involvement itself influences placed product involvement directly. In a nutshell, programme involvement which enhances placed product involvement reinforces the positive relationship between product placement and consumer involvement with the product, together with the mediating variables (emotions and attention).

## **6.2 Recommendations**

Based on the findings of this study, certain suggestions that will improve business in terms of marketing their products will be provided. The findings obtained in this study relied on a

model hypothesis made up of the following variables: emotions towards the programme, attention towards the programme, programme involvement and placed product involvement. In order for product placement to impact on consumer involvement with the product and be successful in the long run in industries, each of these variables has to be attended to by managers as they design and choose which programmes to use. Thus, the next paragraphs will discuss strategies which managers/marketers should consider for an effective product placement.

### **6.2.1 Recommendations to managers/marketers based on research findings**

In line with the fact that males are the largest target markets for cars, marketers should select appropriate product placement tools interesting enough for males. For example, in this study, it was shown using cross-tabulation analysis technique that most males prefer going auto shows to view cars. By mostly targeting customers through auto shows, this will help marketers to reach their target market more effectively. In the same manner, as it was discovered that most participants in this study reside in urban areas of Bloemfontein, marketers should evaluate the viewing habits of the customers in the current market. That is to say, are they consistent movie viewers, frequent shopping mall visitors or Internet users? In this regard, target markets will pay attention to the programme that they frequently use and accept the products that appear over it. Also, the placed product should be one that projects people's way of living/culture. For example, a car is a common mode of transport for people living in urban areas, hence, it is likely to be accepted when placed in a magazine/auto show/Internet/shopping mall.

Due to the fact that a car is viewed as a high involvement product and target markets are persuaded in the long term to consider buying it, marketers should understand the importance of longer placements. By having a long shelf life or frequent placement, target markets will come in contact with the product repeatedly and the product will not be withdrawn from the market. Thus, repeated encounters with the product improves the chances of processing the message about the product and establishing a lasting bond with the target markets over wide reach. For instance, product placement of a car in a shopping mall should take at least a month if the automobile industry wishes for their car brand to be considered when making a purchasing decision in the long run.

On the one side, marketers must realise that viewers' emotions towards the programme plays a very important role in their involvement towards the placed product. This means that when

viewers are always ready or willing to view the programme, it is because of the positive feelings it brings about in them, which then makes them receive the message in a happy state of mind as well. The way to instil positive emotions towards the programme is to ensure that it is humorous and reality-based. For instance, attractive exhibitions at static shows such as shopping malls and auto shows, with lights, screens and sound gets customers more involved with the programme. Besides that, depending on the type of programme, pairing a product with a powerful character/celebrity that customers admire enhances the target markets emotions towards the programme, leading to them having positive feelings towards the product. Other than that, the positive emotions towards the programme will then maximise the effect on attention towards the programme as well.

On the other side, since the consumer's attention towards the programme determines the success of communication's effects, marketers should be aware that the way to hold the target market's attention is by using familiar/known brands. For example, in South Africa, most customers are familiar with the Ford, Toyota, Volkswagen and General Motors brands because those companies have assembly plants and retail stores in South Africa. Furthermore, target markets pay attention to the programme and, in turn, to the product when products fit well to the programme. For instance, in a magazine a car placement should fit with the editorial content of the magazine as such that there is no line read which can be regarded as out of place by the target market, thereby creating suspicion. That is, the brand and the programme should be well-aligned together for the composition of the target markets. Also, marketers should try as much as possible to place the product in a high engaging activity so that customers can pay attention continuously. Likeability of the product can also help maintain target markets' attention towards the programme.

Furthermore, as it was discovered, programme involvement is a major determinant of consumer involvement with the product, thus marketers must generally understand that they should integrate products smartly through the programme, as such that those products do not interrupt entertainment needs of the target market. In that way, target markets will enjoy the programme and gradually develop interest in the product. Thus, placement skills and exposure times trigger positive emotions and focused attention towards the programme which are necessary for programme involvement.

In this study, it was discovered that target markets sometimes respond to product placement of cars. Thus, to ensure that target markets always or almost always respond to placements of

cars, marketers should negotiate with placement agents that not many competitive and even non-competitive products are placed along with their product. This is because the presence of other products within one media reduces processing ability as brands compete for attention and target markets may choose to deliberately ignore them. Another factor of importance with regard to placement integration that marketers should be aware of is the initiative of asking audiences to act, not just provide them with information. For example, most placements on the Internet encourage clicking through or following a certain link to view the product or even to buy it and leaving contact numbers or email address of the company providing the product. In a shopping mall or auto show, viewers of cars are allowed to enter the cars to get a feel for how it would be to drive it and are even given business cards where they can follow up to enquire about the product they noticed.

Moreover, looking at the fact that most target markets are willing to buy a new car in the future, consistent communication about new cars in the market is necessary. Also, marketers must know that since they use different media sources at the same time to introduce new products, customers are users of more than one media to entice them to think about the product. Hence, the look and feel of the product placement must be the same. That being the case, the customer will be tempted to think more about the product and look for it in the stores or talk about it to others. Additionally, as was mentioned earlier on, performance of a programme is an important factor to consider because it determines the success of a placement. That is, by placing a product in a programme that pulls large audiences, a marketer will ensure that target markets notice the product. Thus, the product has the potential to leverage benefits from the success of the programme. Not only is the performance of the programme important to evaluate by marketers but also viewing habits of the customers in the current market. This means that a programme that is used should be one that is in line with what customers take interest in from country to country.

Important to highlight, target markets react in various ways upon or after viewing product placement of cars in the tools used, particularly searching for information about them. Hence, it is important for marketers to integrate their products in different ways and within an adequate time. This will help the target market to come in contact with products a great deal and to believe in them.

Lastly, marketers should be aware that when it comes to a high involvement product such as a car, consumers are more concerned about its functionality/performance for them to get



involved with it. Hence, since cars do not have a symbolic meaning, it is important for marketers to integrate them in programmes on features and events evaluated as real and important by consumers. This means that knowing the car features is crucial to consumers for them to get involved with them because of the high risk involved in choosing the wrong car brand. For instance, many customers in this research highlighted that they wish for features such as air conditioners, fuel economy, price and maintenance costs to be portrayed in placements.

#### *6.2.1.1 Internet*

The Internet plays a huge role as a product placement tool and has not yet fully penetrated into the different web content. This is because as it was hinted in chapter 3, the Internet has many resources where products can be placed. Such resources, include amongst others, blogs, instant messaging software, text links, html code insertion, social media marketing, public entertainment websites such as YouTube, and online communities. Not only does the Internet have many platforms where product placement can be integrated but it is also popular and accessible to most target markets. Marketers should therefore exploit the Internet by listing their vehicles through images, videos and text descriptions over unexploited web content. This requires, therefore, that marketers should work hand in hand with bloggers, the news media, video producers and others to ensure that they display content that include their vehicles' information on top of their web pages. By doing so, the vehicle will capture the target market's mind because it will be seen everywhere. Furthermore, since the Internet can also be accessed over mobile phones and many target markets are users of mobile phones, marketers should devise new creative strategies for promoting their vehicles for mobile Internet users.

On the other hand, marketers should ensure that at the beginning of every web content page, there is an emotional appeal, such as humour or a likeable character for the target market to associate the web content with the vehicle every time they discuss what happened in the web content. This will instil positive emotions towards the Internet programme and cause the target market to be engaged with the programme. Furthermore, marketers should continue to use web contents that are not so advertiser-oriented, as such that target markets can click on the advertisements that they are not interested in to close them. In this way, the target market will get to enjoy the Internet and not feel like they are being forced to buy the vehicle as traditional advertising generally does. This implies, therefore, that the target market will appreciate the Internet and view it as a credible source of information.

### *6.2.1.2 Auto shows*

The results of the study showed that product placement in auto shows contributed an enormous part to consumer involvement with vehicles. This is because target markets get to make an informed decision through experiencing the vehicles in a real-life setting. By hosting many activities in an auto show, such as presenting new and future automotive technology in one room, target markets must also be induced to pay their attention towards new vehicles in the market. The way to do this is for marketers to strive hard to occupy the centre spots, or commonly known as pole position/carpeted floor, so that their vehicles can be viewed amongst the many others in the show-room. Despite that, target markets should also be given the opportunity to enter the car to view its features, accompanied by enthusiastic sales agents who will explain other complex features of the new vehicle. This will make the target market feel valued by the company and they will become engaged with the vehicle.

On the other hand, over and above occupying a carpeted floor in these shows, marketers should arrange to have big screens and sound in these shows that direct target markets to their spots. This will ensure that target markets get more involved with the vehicles through seeing and hearing at the same time. Also, the nice exhibition of lights, sound, carpeted floor and big screens will cause target markets to have positive emotions towards the auto show programme, thereby influencing programme involvement and the greater association with the vehicle viewed in that programme. The excitement of viewing physical vehicles by target markets cannot be ignored, therefore, marketers must be as creative and stylish as possible in the way they present their vehicles. Marketers should also think of extending the number of days or hours that the show takes on because there are many people who would like to attend the shows at a time convenient to them. In these shows, there should also be enough space to allow target markets to move from one spot to another. Also, marketers should offer fringe benefits like a person who buys the vehicle on the spot at the current price will receive a free service plan for a certain period of time.

### *6.2.1.3 Magazine*

The findings have shown the importance of magazine product placement on consumer involvement growth with the product. Also, as has been stated in chapter 3 of this study, acceptability and credibility is high with magazines as readers believe that the content is objective and unbiased. Therefore, marketers should deliver different vehicle information to readers. The way to implement this is by mentioning the vehicle brand or even the colour of the vehicle being referred to within the editorial content. That is, the characters used in a

magazine can be described by the vehicle they are currently driving or are planning to buy. For instance, in a story of a newly engaged lady, there can be a sentence reading as follows: “I was so amazed, my boyfriend proposed to me with a Chevrolet Cruze worth R250 000 last month while we were touring in Bloemfontein”. In that manner, the brand name of that vehicle will be described as product placement in magazines and target markets will also be informed of the Chevrolet Cruze as a classy brand and its value. By doing this, marketers will be increasing the reputation of the vehicle and more target markets will develop interest in it. Also, in some magazines, there are comic stories which marketers should negotiate with publishing companies to integrate their products/vehicles in them.

Marketers can also start off by requesting publishing companies to display the new vehicle on a full page on certain pages of the magazine. For instance on the front pages of the magazine.

#### *6.2.1.4 Shopping mall*

Shopping malls have huge corridor space which marketers take advantage of to display their vehicles. Therefore, marketers are strongly encouraged to always choose a busy spot along the corridor so that target markets will be sure to view the vehicle at all times. At the same time, the vehicles displayed in the corridor should have decorative displays on it such as a huge colourful ribbon and lights which will attract target markets from a distance to come closer to view it. Also, it is important that sales agents who are at the spots to represent the cars are knowledgeable and enthusiastic about the features of the vehicle being promoted so that they can give the target market reason to believe in their brand. Marketers must realise that the enthusiasm of sales agents is what gets the target markets emotionally attached to the shopping mall programme. Target markets will associate the shopping mall with the sales agents and think about the vehicles they were representing. Moreover, such sales agents should continuously offer business cards to customers who come closer to view the vehicles so that they encourage inquiries which could then lead to consumer involvement with the vehicle. Besides that, not only should sales agents offer business cards but they should also request contact details of target markets who seem interested in the vehicles as they meet them directly so that they can build a customer database and do a follow-up on prospective clients.

On the other hand, upon coming closer to view the vehicles, sales agents should willingly encourage target markets to enter the vehicle to get a feel for it. In that way, the target market will feel emotionally involved with the car later on, affecting their cognitive and behavioural

reactions towards the vehicle. Since target markets enjoy shopping mall product placement as they get to see the vehicle in real life, it is also important that the vehicles are cleaned every day of the dust and hands of customers touching them so that target market will perceive them as new and be enticed to inquire about them. Apart from that, even though most product placements are done to introduce new products in the market, even after a reasonable amount of time after the vehicle's introduction to the market, the vehicle can still be placed in a cross-promotion, particularly if the price has gone down. By doing so, target markets will inform each other through word of mouth and more people will be engaged with the vehicle.

#### *6.2.1.2 General recommendations to managers/marketers*

The first and foremost aspect for managers to know about product placement to result into the desired outcome is that there should be harmony between the programme and the product/brand integrated within the programme. A skilful integration will not only lead to realism on the part of the target markets, but also to intentional processing of the message behind it and reinforced, stronger brand associations (Dahlen, 2005:72). Whilst noting the compelling nature of skilful integration, it is important to indicate that it goes along with natural, positive and profound/entertaining settings (van Reijmersdal *et al.*, 2005:42). This is a very important point to bear in mind for marketers because target markets do not separate message processing from the context in which it appears. Thus, the best way to promote a brand is in a natural non-aggressive way.

On the other hand, the second most important concern to note is that consumers do not want to be disrupted while viewing their favourite programme. Therefore, they feel a sense of less interference when the placement is indirect, otherwise known as subtle or not in your-face. Therefore, it is essential for the placed product not to impede the viewers' experience of enjoying the programme for them to like the placement. According to d'Astous and Chartier (2000:34), the reason why consumers do not tolerate excessive placements is because they contradict them with their own preconceived notions of the media. Thus, marketers must bear in mind that prominent placements, however noticeable, are intrusive to the target markets and they may tend to evaluate them less positively than other products that are less prominent. The product/brand should be part of an activity and not the central or primary activity.

In retrospect, even though sales managers mentioned basing their selection decision of a placement media to use on the cost and return value of the media, the goals of the organisation, performance of the programme, and the nature and features of the market, other

factors that matter are the nature and features of the product/service, the level that the organisation wants for the positioning of the brand/product, and the marketing communication activity of the competitors.

Marketers should also be conscious of not placing brands in media if they are not available in the market or are an ethical concern in the country. This fact will lead to the target markets rejecting the message about the brand and attention towards the programme will also be compromised.

Lastly, marketers should be aware that audiences are likely to become involved with the product when they are familiar with its use. On the other hand, to ensure that target markets become highly involved with the product, marketers should take the time to decide the type of placement they want. The forms of placement can either be visual (displaying the product without any sound), audio (no visual presentation just the verbal mention) or audio-visual (both sound and visual presentation) (Bhatnagar, Aksoy & Malkoc, 2004:113). In the instance of a visual depiction of a car in a shopping mall, auto show, magazine and Internet, it is favourable to display cars with a stylish exterior and/or any other unique feature to get target markets to become involved with it.

This section covered the last secondary objective of this study which is to make practical recommendations to marketers about product placement strategies for a higher impact.

### **6.2.2 Recommendations for further research**

As was stated in the methodology chapter of this study under limitations, the focus of this study was only limited to four motor companies due to time and money constraints. Thus, future research into the related topic should include more car companies to get more reasonable perspectives from managers and a broader overview of the impact of product placement on consumer involvement with the product in the automobile industry, particularly on which media is the most effective for them and customers.

On the other hand, another limitation which should lay the basis for future research is the relationship between consumers' emotions towards the (Internet and shopping mall) programme on programme involvement. The suggestion, therefore, is that the researcher should add more robust question items on the emotions towards the programme variable that will be more relevant and particular to the emotions that are likely to be experienced while viewing those programmes. In this regard, the influence of emotions towards the programme

on programme involvement to the Internet and shopping mall will not be underestimated and the significance level of placed product involvement as a result thereof.

Moreover, there is a possibility that the participants' understanding of product placement over the Internet was not intertwined with the socially constructed meanings of social websites, but was entirely based on advertising on the website. Thus, since there are multiple sites/web content, it is important for future research to be specific about which context the question items should be interpreted in. For example, social media (facebook, twitter), blogs, social games, e-mail marketing and so forth. That is, a participant may have a hard time distinguishing between the meaning of the Internet as a whole and its many online resources. Therefore, it is important for participants to be able to provide answers in relation to the constructs having understood the context of the programme.

More important still, further research should scrutinise programme involvement concept and its influences and effects which will then contribute more to the comprehension of the different variables at play with placed product involvement by consumers in the car industry. That is to say, the study observed the influence which emotions, attention and programme involvement have on placed product involvement. However, there are also other factors which can lead to placed product involvement such as familiarity with the brand integrated within the programme, contextual appeal of the brand, brand attachment, brand loyalty and self-concept. This means that the factors which influence consumers to buy a car brand are also influential on placed product involvement and should be explored. In the same light, attention towards the programme is likely to have a direct impact on placed product involvement without being a mediator, and thus the relationship is worth being looked into. Hence, all these factors can be considered in future research to contribute to the body of knowledge on what influences placed product involvement.

Overall, magazines, shopping malls, auto shows and the Internet are barely researched in literature as the current forms of media to place cars and, therefore, they should be verified in future studies because they contribute a major role in consumer involvement with the product.

### **6.3 Summary**

By practicing product placement in the marketing communication strategy, it was determined that consumers become involved with the placed product. Programme involvement is positively related to the placed product. It is important, therefore, for the programme to be enjoyable so that customers can pay attention to it, thereby being engaged with it and noticing products within it. The chapters in this study covered the literature on product placement, how data would be collected and interpreted, as well as the display of findings with regard to the topic area of interest. The last chapter in this research was able to draw conclusions based on the findings and make recommendations that would help improve the research instrument in the future and add to the body of knowledge to academics and marketers in a more constructive way.

## References

- Abrahamsson, J. & Lindblom, N. 2012. *Product placement: a study about Swedes attitude towards product placements in movies and TV-shows*. Bachelor's thesis. Vaxjo: Linnaeus University.
- Ailloni-Charas, D. 1984. *Promotion: a guide to effective promotional planning, strategies, and executions*. New York: John Wiley.
- Alba, J., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A., et al. 1997. Interactive home shopping: Consumer, retailer, and manufacturer incentives to participate in electronic marketplaces. *Journal of Marketing*, 61(July): 38–53.
- Anderson, D. 2006. Technology. *Brandweek*, 47(18):SR34.
- Argan, M., Velioglu, M.N. & Argan, M.T. 2007. Audience attitudes towards product placement in movies: a case from Turkey. *Journal of American Academy of Business*, 11(1): 161-168.
- Armstrong, G & Kotler, P. 2009. *Marketing:an introduction*. 9<sup>th</sup> ed. USA: Prentice Hall.
- Armstrong, G., Kotler, P., Harker, M. & Brennan, R. 2009. *Marketing an Introduction*. European Edition, 1st ed. Pearson Education. Essex.
- Atoke. 2013. South African designers David Tlale, Marianne Fassler, Thula Sindi & Nkhensani Nkosi transform world heritage sites into fashion at Indaba 2013. [Online] Available from:<http://www.bellanaija.com/2013/05/david-tlale-marianne-fassler-thula-sindi-nkhensani-nkosi-transform-heritage-into-fashion-at-the-indaba-2013/> [Accessed: 2014-06-15].
- Audience Numbers. 2014. South African Soapies. [Online] Available from: [http://www.bidorbuy.co.za/article/6402/South\\_African\\_Soapies](http://www.bidorbuy.co.za/article/6402/South_African_Soapies) [Accessed: 2014-10-27].
- Babacan, E., Akcali, S. I. & Baytekin, E. P. 2012. Product placement as a rising marketing communication activity: an assessment on television serials. *Procedia: social and behavioural sciences*, 62:1319-1331.
- Baines, P., Fill, C. & Page, K. 2008. *Marketing: case insight*. 1<sup>st</sup> ed. Oxford: Oxford University Press.



- Balaagalya. 2011. Consumer involvement. [Online] Available from:<http://www.scribd.com/doc/61407109/consumer-involvement> [Accessed: 2014-07-09].
- Balasubramanian, S. K., karrh, J. A. & Patwardhan, H. 2006. Audience response to product placements: an investigative framework and future research agenda. *Journal of advertising*, 35(3):115-141.
- Banerjee, S. 2009. Marketing communication through brand placement: a strategic roadmap. *Journal of Marketing and Communication*, 5(2):4-22.
- Bartholomew, D. J., Steele, F., Moustaki, I. Galbraith, J. I. 2008. *Analysis of multivariate social science data*. 2<sup>nd</sup> ed. USA: Taylor & Francis Group, LLC.
- Beneke, J. 2012. Product placement in South Africa: piercing through the packaging. *African Journal of Business Management*, 6(3):1068-1075.
- Bentler, P.M. 2005. *Structural Equations Program Manual*. Encino, California: Multivariate Software.
- Bergen, M. 2014. A history of Apple's product launch marketing. [Online] Available from:<http://adage.com/article/media/a-history-apple-s-product-launch-marketing/294843/> [Accessed:2014-11-20].
- Bhatnagar, N. , Aksoy, I. & Malkoc, S. A. 2004. Embedding brands within media content: the impact of message, media, and consumer characteristics on placement efficacy. In: Shrum, L.J. (ed). *The Psychology of Entertainment Media*, Mahwah,NJ:Lawrence Erlbaum: 99-116.
- Bhattacharjee, A. 2012. *Social science research: principles, methods and practices*. Book 3. USF Tampa Bay Open Access Textbook Collection.
- Bird, S., Blem, N., Connett, B., Duckles, R., Koekemoer, L., Mazinter, L. & Skinner, C. 2004. *Marketing communications*. South-Africa: Juta and company.
- Bizcommunity. 2014. Product placement companies in South Africa. [Online] Available from:<http://www.bizcommunity.com/Companies/196/11/service-Product+placement.html> [Accessed: 2014-11-15].
- Biztradeshows. 2012. The biggest trade shows & exhibitions in South Africa. [Online] Available from:<http://www.hott.co.za>trade-shows-exhibitions> [Accessed:2014-02-21].

- Blonde, K. & Roozen, I. 2006. An explorative study of testing the effectiveness of product placement compared to 30-second commercials. *For the 6th International Marketing Trends Congress*, Paris, 26-27 January: 1-27.
- Blunch, N. J. 2008. *Introduction to structural equation modelling using spss and amos*. London: Sage Publications.
- BMW Group Pressclub South Africa. 2013. *BMW signs on Serfontein, Engelbrecht and Beast as ambassadors*. Press release. [Online] Available from: <http://www.press.bmwgroup.com/south-africa/showTexttopic.html?> [Accessed: 2014-08-15].
- Bollen, K. 1989. *Structural Equations with Latent variables*. New York: Wiley.
- Brennan, I. & Babin, L.A. 2004. Brand placement recognition: the influence of presentation mode and brand familiarity. *Journal of Promotion Management*, 10(1/2):185-202.
- Brink, H., Van der Walt, C. & Van Rensburg, G. 2012. *Fundamentals of research methodology for healthcare professionals*. 3<sup>rd</sup> ed. Cape Town: Juta and Company.
- Byrne, B.M. 2010. *Structural equation modelling with AMOS: basic concepts, applications, and programming*. 2<sup>nd</sup> ed. Belmont, California: Wadsworth.
- Campbell, A. J. 2006. Restricting the marketing of junk food to children by product placement and character selling. *Loyola of Los Angeles Law Review*, 39:447-506.
- Cant, M. C., Brink, A. & Brijball, S. 2006. *Consumer behaviour*. Cape Town: Juta & company.
- Cebrzynski, G. 2006. Lights! Camera! Product placement! *Nation's Restaurant News*, 40(49):1-5.
- Chen, H. & Deterding, A. 2013. College-aged young consumers' interpretations of product placement in social games. *Young Consumers*, 14(1):41-51.
- Cherry, J. 2011. South African brands get in on local music video product placement. [Online] Available from: <http://www.cherryflava.com/people/south-african-brands-get-in-on-local-music-video-product-placement/> [Accessed: 2014-05-20].

Choi, Seoyoon. 2007. *Effectiveness of product placement: the role of plot connection, viewer involvement and prior brand evaluation*. Masters thesis. University of Florida.

Choubtarash, N., Mahdieh, O. & Marnani, A. B. 2013. The study of the relationship between consumer involvement and purchase decision (case study: cell phone). *Interdisciplinary Journal of Contemporary Research in Business*, 4(12): 276-296.

Clemons, E.K. 2009. The complex problem of monetizing virtual electronic social networks. *Decision Support Systems*, 1:46-56.

Clemons, E.K., Barnett, S. & Appadurai, A. 2007. The future of advertising and the value of social network websites: some preliminary examinations. *Proceedings of the ninth international conference on electronic commerce. Minneapolis, MN, USA*, 258: 267-276.

Cooper, R. D. & Schindler, S. P. 2011. *Business Research Methods*. 11<sup>th</sup> ed. New York: McGraw Hill Companies.

Cowley, E. & Barron, C. 2008. When product placement goes wrong. *Journal of Advertising*, 37(1):89-98.

Craig, C. M. 2013. *Socialization of product placements: how are emerging adults influenced by parents, peers, and media?* Doctor of philosophy thesis. Lubbock: Texas Tech University.

Crawford, K. 2004. "Saving Alexander". [Online] Available from:<http://www.money.cnn.com/2004/12/20/news/fortune500/yir04movies/index.htm> [Accessed: 2014-06-14].

Creswell, J.W., Ebersohn, L., Eloff, I., Ferreira, R., Ivankova, N.V., Jansen, J.D., Nieuwenhuis, J., Pietersen, J., Plano Clark, V.L., and van de Westhuizen, C. 2010. *First Step in Research*, 5<sup>th</sup> edition, Van Schaik, Pretoria.

D'Astous, A. & Chartier, F. 2000. A study of factors affecting consumer evaluations and memory of product placements in movies. *Journal of Current Issues and Research in Advertising*, 22(2):31-40.

D'Oliveira, D. 2015. Growth unlikely for South Africa's auto industry in 2015. [Online] Available from:<http://www.engineeringnews.co.za/page/automotive-industry> [Accessed:2015-02-20].

- Dahlen, M. 2005. The medium as a contextual cue: effects of creative media choice. *Journal of Advertising*, 28(2):71-93.
- Dahlen, M., Lange, F. & Smith, T. 2010. *Marketing communications: a brand narrative approach*. United Kingdom: John Wiley.
- Daugherty, T. & Gangadharbatla, H. 2005. A comparison of consumers' responses to traditional advertising and product placement strategies: implications for advertisers. *American Marketing Association Conference Proceedings*, Chicago.
- De Gregorio, F. & Sung, T. 2010. Understanding attitudes toward and behaviours in response to product placement. *Journal of Advertising*, 39(1):83-96.
- De Pelsmacker, P. & Cauberghe, V. 2008. The impact of banners on digital television: the role of program interactivity and product involvement. *Cyberpsychology and Behaviour*, 11(1):91-94.
- De Pelsmacker, P., Geuens, M. & Van den Bergh, J. 2010. *Marketing communications. A European perspective*. 4<sup>th</sup> ed. Pearson Education Limited, Essex.
- Deal, D. 2005. The ability of branded online games to build brand equity: an exploratory study. *Paper presented at DiGRA Conference: Changing views, Worlds in play*.
- Du Plessis, F. & Rousseau, D. 2007. *Buyer behaviour: understanding consumer psychology and marketing*. 4<sup>th</sup> ed. Cape Town: Oxford University Press Southern Africa.
- Du, Z. 2013. *The relationships between product placement in recreational TV programmes and mass consumption: a case study of "if you are the one"*. Master's thesis. Uppsala: Uppsala University.
- Economist. 2005. Target practice. *Economist*, 375 (April):13–15.
- Ericsson Consumerlab. 2013. TV and Media: identifying the needs of tomorrow's video consumers. An Ericsson Consumer Insight Summary Report.
- Ethridge, D. 2004. *Research methodology in applied economics*. 2<sup>nd</sup> ed. USA: Blackwell Publishing Professional.
- Etzel, J. M., Walker, B. J. & Stanton, W. J. 2004. *Marketing*. 13<sup>th</sup> ed. United States of America: McGraw-Hill.

Exclusive PQ Media Research. Businesswire. 2006. New York. August 16,1.

Ferreira, G. 2013. Hyundai Veloster-Johannesburg motor show. [Online] Available from:<https://3d-car-shows.com/author/geraldferreira/page/324/> [Accessed: 2014-04-06].

Ferreira, T. 2012. Product placement? Brand integration? Sponsor name-dropping? My top-billing dream on SABC3 gets it perfectly correct. [Online] Available from:<http://teeveetee.blogspot.co.za/2012/07/product-placement-brand-integration.html>[Accessed: 2014-05-17].

Fill, C. & Jamieson, B. 2006. *Marketing communications*. United Kingdom: Edinburgh business school, Heriot-watt University.

Fitch, S. 2009. *Product placement and the effects of persuasion knowledge*. Honors Projects in Marketing. Paper 4: Bryant University.

Frey, B. & Rudloff, S. 2010. *Social media and the impact on marketing communication*. Bachelor thesis. Augsburg: Lulea University of Technology-University of Applied Science.

Friedman, W. 2001. Eagle-eye marketers find right spot, right time. *Advertising Age*, 72( 4): 2.

Friedman, W. 2005. Survey: Product placement growing fastest in television. *Television week*, 24(14):26-26.

Gangadharbatla, H.S. 2006. *Alternative media strategies: measuring product placement effectiveness in videogames*. PhD. thesis. Austin: The University of Texas.

Garson, G. 2004. Path Analysis. [Online] Available from:<http://faculty.chass.ncsu.edu/garson/pa765/path.htm> [2014-07-07].

George, B. P. & Edward, M. 2009. Cognitive dissonance and purchase involvement in the consumer behaviour context. *The IUP Journal of marketing Management*, III (3/4):8-24.

Gerber, L. R., Heppell, S. S., Ballantyne, F. & Sala, E. 2005. The role of dispersal and demography in determining the efficacy of marine reserves. *Can. J. Fish. Aquat. Sci.* 62:863–871.

- Ghafelehbashi, S., Asadollahi, A. & Nikfar, F. 2011. Acquaintance with All Types of Involvement in Consumer Behavior. *Interdisciplinary Journal of Contemporary Research in Business*, 3(5):493-507.
- Gillham, B. 2005. *Research interviewing: the range of techniques*. England: Open University Press.
- Glud, A. R. & Franck, C.W. 2009. *Product placement and activation*. Recommendations for Danish brand holding companies. Thesis of Copenhagen business school.
- Goldberg, M. E. & Gorn, J. G. 1987. Happy and sad TV programs: how they affect reactions to commercials. *Journal of Consumer Research*, 14: 387- 403.
- Gupta, P. B. & Lord, K. R. 1998. Product placement in movies: the effect of prominence and mode on audience recall. *Journal of Current Issues and Research in Advertising*, 20 (1):47-59.
- Guthrie, M.F. & Kim, H-S. 2009. The relationship between consumer involvement and brand perceptions of female cosmetic consumers. *Brand Management*, 17(2):114-133.
- Gutnik, L., Huang, T., Lin, J. B. & Schmidt, T. 2007. *New trends in product placement*. Spring.
- Hackley, C. & Tiwsakul, R. 2006. Marketing and experimental consumption. *Journal of Marketing Communications*, 12(1):63-75.
- Hackley, C., Tiwsakul, R. A. & Preuss, L. 2008. 'An ethical evaluation of product placement: a deceptive practice?'. *Business Ethics-A European Review*, 17(2):109-120.
- Hampp, A. 2010. Product placement dipped last year for the first time: but only fell slightly and is poised for big growth. *Advertising age*. [Online] Available from:<http://adage.com/article/madisonvine-news/product-placement-dipped-year-time/144720/> [Accessed: 2014-05-18].
- Hang, H. & Auty, S. 2011. Children playing branded video games: the impact of interactivity on product placement effectiveness. *Journal of Consumer Psychology*, 21:65-72.

Hanna, R., Crittenden, V.L. & Rohm, A. 2011. We're all connected: The power of the Social Media. *Business Horizons*, 54(3):275-282.

Hesse, J., Kraft, M. & Peter, K. 2007. *Principles, best practices marketing facts*. International Direct Marketing. German: Springer.

Hollis, M. 2011. Product placement and branded entertainment. Marketing summary. [Online] Available from:<https://prezi.com/m/iguom4sdjx72/product-placement-and-branded-entertainment/> [Accessed: 2014-05-23].

Homer, P. M. 2009. Product placements: the impact of placement type and repetition on attitude. *Journal of Advertising*, 38(3):21-31.

Hoyer, W. D., MacInnis, D. J. & Pieters, R. 2013. *Consumer behaviour*. 6<sup>th</sup> ed. New York: South-Western Cengage Learning.

Hudson, S. & Hudson, D. 2006. "Branded entertainment: a new advertising technique or product placement in disguise?" *Journal of Marketing Management*, 22(5/6):489-504.

Hughes, G. & Fill, C. 2007. Redefining the nature and format of the marketing communication mix. *The Marketing Review*, 7(1):45-57.

Iab South Africa. 2013. SA Internet users grew by over 12 million in last 12 months says DMMA. [Online] Available from:<http://m.bizcommunity.com/Article.aspx?1=196&c=16&i=98320> [Accessed: 2014-09-16].

IOL Motoring Staff. 2015. SA's 50 best selling vehicles, Jan. [Online] Available from:<http://www.iol.co.za/motoring/industry-news/sas-50-best-selling-vehicles-jan-1641627> [Accessed: 2015-02-03].

Jin, C. & Villegas, J. 2007. The effect of the placement of the product in film: consumer's emotional responses to humorous stimuli and prior brand evaluation. *Journal of Targeting, Measurement and Analysis for Marketing*, 15(4):244-255.

Jinnemo, M. & Pettersson, S. 2011. *How to place products without the use of product placement*. Master's thesis. Vaxjo: Linneaus University.

Kaijansinkko, R. 2001. *Product placement in integrated marketing communications strategy*. Lappeenranta: Lappeenranta University of Technology.

Kamins, M.A., Marks, L.J. & Skinner, D. 1991. Television commercial evaluation in the context of program induced mood: congruency versus consistency effects. *Journal of Advertising*, 20(2):1-14.

Karrh, J. A. 1998. Brand placement: a review. *Journal of Current Issues and Research in Advertising*, 20(2):31-49.

Keller, K. L. 2009. Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2/3):139-155.

Kiley, D. 2006. Television: counting the eyeballs. Businessweek. [Online] Available from [http://www.businessweek.com/magazine/content/06\\_03/b3967116.htm](http://www.businessweek.com/magazine/content/06_03/b3967116.htm) [Accessed: 2014-06-04].

Kim, S., Haley, E. & Koo, G-Y. 2009. Comparison of the paths from consumer involvement types to ad responses between corporate advertising and product advertising. *Journal of Advertising*, 38(3):67-80.

Klopper, H. B., Berndt, A., Chipp, K., Ismail, z., Roberts-Lombard, M., Subramani, D., Wakeham, M., Petzer, D., Hern, L., Saunders, S. & Myers-Smith, P. 2006. *Marketing: fresh perspectives*. South-Africa: Maskew Miller Longman.

Kotler, P. & Keller, K.L. 2009. *Marketing Management*. 13<sup>th</sup> ed. United States of America: Pearson Education.

Kotler, P. 1997. *Marketing management -Analysis, Planning, Implementation, and Control*. Prentice-Hall, Upper Saddle River, N.J.

Kozary, B. & Baxter, S. 2010. The influence of product placement prominence on consumer attitudes and intentions: a theoretical framework. [Online] Available from: <http://anzmac2010.org/proceedings/pdf/anzmac10Final00353.pdf> [Accessed: 2014-07-19].

Kuhn, K-A. L., Hume, M. & Love, A. 2010. Examining the covert nature of product placement: implications for public policy. *Journal of Promotion Management*, 16(1/2):59-79.



- Kuhn, K-N. L. 2008. *The impact of brand and product placements in electronic games*. Doctor of philosophy thesis. Australia: Queensland University of Technology.
- Kumar, P. 2011. Communication and consumer behaviour. [Online] Available from:<http://www.slideshare.net/birubiru/communication-and-consumer-behaviour> [Accessed: 2011-02-25].
- Kwon, E. S. 2012. *Exploring consumer's attitudes and behaviour toward product placement in television shows*. Media studies theses. paper 4. New York: Syracuse University.
- La Ferle, C. & Edwards, S. M. 2006. Product placement: how brands appear on television. *Journal of Advertising*, 35(4):65-86.
- La Pastina, A.C. 2001. Product placement in Brazilian prime-time television: the case of the reception of a telenovela. *Journal of Broadcasting and Electronic Media*, 45(4):541-549.
- Lacroix, K. & Martin, N. 2013. *How people react to product placement: a comparative study between normal product placement and non-ethical product placement*. Bachelor thesis. Hogskolan: Halmstad.
- Laitinen, J-M. 2009. *Marketing communication plan, case DNA Finland Ltd: how to gain more russian prepaid subscription customers?* Degree programme in international business thesis. Finland: Lahti University of Applied Sciences.
- Lamb, C. W., Hair, J.F., McDaniel, C., Boshoff, C. & Terblanche, N. S. 2008. *Marketing*. 3<sup>rd</sup> SA ed. Cape Town: Oxford University Press Southern Africa.
- Lamb, C. W., Hair, J.F., McDaniel, C., Boshoff, C., Terblanche, N., Elliot, R. & Kopper, HB. 2010. *Marketing*. 4<sup>th</sup> ed. Cape Town: Oxford University Press Southern Africa.
- Law, S. & Braun-La Tour, K. 2004. Product placements: how to measure their impact, In: Shrum L.J. (ed). *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, Mahwah, NJ: Lawrence Erlbaum: 63-78.
- Lee, M. & Faber, R.J. 2007. Effects of product placements in online games on brand memory: a perspective of limited-capacity model of attention. *Journal of Advertising*, 36 (4):75-90.
- Lehu, J. M. 2007. *Branded entertainment: product placement and brand strategy in the entertainment business*. London: Kogan Page Limited.

- Lewis, E. 2014. South African soapies crossing the line. Daily news. [Online] Available from:<http://www.iol.co.za/dailynews/lifestyle/sa-soapies-crossing-the-line-1.1636148> [Accessed: 2014-08-17].
- Lord, K. R. & Gupta, P. B. 2010. Response of buying-center participants to business to business product placements. *The Journal of Business and Industrial Marketing*, 25(3):188-195.
- Love, A., Voges, K. & Pope, N. 2012. Brand personality of products placed in television programs: the effect of involvement with the product and the program. *Research Journal of Social Science and Management*, 2(4):43-48.
- Lowrey, T. M., Shrum, L.J. & McCarty, J. A. 2005. *The future of television advertising in marketing communication: new approaches, technologies, and styles*. ed. AllanJ. Kimmel. London: Oxford University Press.
- Mackay, T., Ewing, M., Newton, F. & Windisch, L. 2009. The effect of product placement in computer games on brand attitude and recall. *International Journal of Advertising*, 28(3):423-438.
- Mahyari, P. 2010. *The effectiveness of marketing communication within the immerse environment*. Master's thesis. Australia: Queensland University of Technology.
- Makwarela, P. 2010. How soapies make money. [Online] Available from:<http://www.justcurious.co.za/2010/02/how-soapies-make-big-money/> [Accessed: 2014-05-06].
- Manga, A. 2009. *A survey to investigate and establish the public perceptions of homoeopathy in living standards measure groups 9 and 10 in South Africa*. Master's degree thesis. Johannesburg: University of Johannesburg.
- MarketingSherpa. 2008. *Banner ad size and click rate: bigger a bit better, but it's clicks that count*. [Online] Available from: <https://www.marketingsherpa.com/barrier.html?ident=30829> [Accessed: 2014-06-14].
- Marshall, R. 2013. Isidingo star Don Mlangeni reportedly fired. [Online] Available from:<http://mg.co.za/article/2013-11-25-isidingo-star-don-mlangeni-reportedly-fired> [Accessed: 2014-05-02].

- Matthes, J., Schemer, C. & Wirth, W. 2007. More than meets the eye: investigating the hidden impact of brand placements in television magazines. *International Journal of Advertising*, 26(4):447-503.
- McCarty, J. A. 2004. Product placement: the nature of the practice and potential avenues of enquiry.. In: Shrum, L. J. (ed). *The psychology of entertainment media: blurring the lines between entertainment and persuasion*. Mahwah, NJ: Lawrence Erlbaum: 45–63.
- McCarty, J. A. 2003. Product Placement: Practice and Inquiry. *The Psychology of Entertainment Media: Blurring the Lines between Entertainment and Persuasion*. L. J. Shrum. Mahwah, NJ.
- Mckinsey. 2006. Traditional advertising is losing efficacy: Mckinsey. [Online] Available from:<http://www.warc.com/LatestNews/News/Traditional%20TV%20Advertising%20is%20Losing%20Efficacy%20Mckinsey.news?ID=20010>. [Accessed: 2014-08-14].
- McNamara, S. 2014. Consumer involvement theory. [Online] Available from:[http://www.adcracker.com/involvement/Consumer\\_involvement\\_Theory.htm](http://www.adcracker.com/involvement/Consumer_involvement_Theory.htm) [Accessed:2014-10-08].
- Mediaupdate. 2009. Mamba Media demonstrates a product placement success story. [Online] Available from:<http://www.mediaupdate.co.za/?idstory=18023> [Accessed: 2014-05-13].
- Moerdyk, C. 2014. Clumsy Television product placements anger viewers. Advertising opinion. [Online] Available from:<http://www.bizcommunity.com/weeklyNewsletters/196/11/20140127.html> [Accessed: 2014-07-24].
- Moodie, G. 2013. Analysis of 2012 Amps readership figures: what lurks beneath for SA newspapers? [Online] Available from:<http://grubstreet.co.za/tag/south-african-audience-research-foundation/> [Accessed: 2014-05-12].
- Neer, K. 2006. How product placement works. [Online] Available from: <http://entertainment.howstuffworks.com/product-placement.htm> [Accessed 2014-05-13].
- Nelmapius, A. H., Boshoff, C., Calitz, A. P. & Klemz, B. R. 2005. The impact of the information search variables, time pressure and involvement, on buying behaviour in a three-

dimensional hypermedia computer-mediated environment. *S. Afr. J. Bus.Manage*, 36 (3):1-14.

Newell, J., Charles, T., Salmon. & Chang, S. 2006. The hidden history of product placement. *Journal of Broadcasting and Electronic Media*, 50(4):575-594.

Patterson, G. 2008. Ambient media must be in your mix: clutter is increasingly driving the move towards ambient media. *Journal of Marketing*, (February/March): 54.

Perry 6. & Bellamy, C. 2012. *Principles of methodology: research design in social science*. London: Sage publications.

Petty, R. D. & Andrews, J. C. 2008. Covert marketing unmasked: a legal and regulatory guide for practices that mask marketing messages. *Journal of Public Policy and Marketing*, 27(1):7-18.

Pickton, D. & Broderick, A. 2001. *Integrated marketing communications*. England: Pearson Education, Harlow.

PQ Media. Custom media research. 2012. Global product placement spending forecast 2012-2016. 5<sup>th</sup> Edition.

Praude, V. & Bormane, S. 2011. *Influence of marketing communications on the processes of consumers' decisions*. Regional formation and development studies. Latvia: University of Latvia.

Quinlan, C. 2011. *Business research methods*. United Kingdom: South-Western Cengage Learning.

Ramsaymedia. 2009. Golf 6 case study: when using integrated media is a great success story! [Online] Available from: <http://www.ramsaymedia.co.za/sections/companynews/mediatrends/singlepage.asp?id=157> [Accessed: 2014-05-09].

Rathore, A, S. 2010. Consumer involvement. [Online] Available from: <http://www.slideshare.net/Aditya008/consumer-involvement-1> [Accessed: 2014-08-19].

Rhicks. 2014. South African automotive industry at a glance. [Online] Available from: <http://www.businesspartners.co.za/knowledge-hub/manufacturing-fund/posts/south-africas-automotive-industry-glance-3247> [Accessed: 2014-12-17].

- Russell, C. A. 2007. *Advertainment: fusing advertising and entertainment*. Ph.D. thesis. University of Michigan, Yaffe Center.
- Russell, C. A. & Belch, M. 2005. "A managerial investigation into the product placement industry". *Journal of Advertising*, (March): 73-92.
- Sabour, N. I. 2008. Product placement in Finland: a practitioner perspective. *The Finnish Journal of Business Economics*, 57(2):183-214.
- SAinfo reporter. 2012. South Africa's automotive industry. [Online] Available from:<http://www.southafrica.info/business/economy/sectors/automotive-overview.htm#VrCK0n3RbMI> [Accessed: 2015-11-7].
- Saladino, M. P. 2008. The proliferation of product placement as a means of advertising communication. *Journal of Internal Business Ethics*, 1(1):100-106.
- Sargent, J. D., Tanski, S.E. & Gibson, J. 2007. Exposure to movie smoking among US adolescents aged 10 to 14 years: a population estimate. *Pediatrics*, 119(5):e1167–e1176.
- Schiffman, L. G., Bednall, D., O' cass, A., Paladino, A., Ward, S. & Kanuk, L. 2008. *Consumer behaviour*. 4<sup>th</sup> ed. Frenchs Forest, N. S. W.: Pearson.
- Schiffman, L.G., Kanuk, L. L. & Wisenblit, J. 2010. *Consumer behaviour*. 10<sup>th</sup> ed. Prentice hall. Upper Saddle River: New Jersey.
- Sheth, J.N. & Mittal, B. 2004. *Customer behaviour: a managerial perspective*. 2<sup>nd</sup> ed. United States of America: Thomson, South-Western Learning.
- Smith, P. 1998. *Marketing Communications: an integrated Approach*. London: Kogan Page.
- Soba, M. & Aydin, M. 2013. Product placement efficiency in marketing communication strategy. *International Journal of Business and Management*, 8(12):111-116.
- Staff reporter. 2005. This programme is free of product placement columnists. [Online] Available from:<http://mg.co.za/?article/2005-12-21-this-programme-is-free-of-product-placement> [Accessed: 2014-05-11].
- Stangor, C. 2011. *Research Methods for the behavioural Sciences*.4<sup>th</sup> ed. Wadsworth, USA: Cengage Learning.

Steertz, E. M. 1987. *The cost efficiency and communication effects associated with brand name exposure within motion pictures*. Unpublished Master's thesis. Morgantown: West Virginia University.

Stephen, A. T. & Coote, L. V. 2005. Brands in action: the role of brand placements in building consumer brand identification. *American Marketing Association Winter Educators' Conference Proceedings*, Chicago, 16:28.

Sung, Y. & Gregorio, F.D. 2008. New brand worlds: college student consumer attitudes toward brand placement in films, television shows, songs and video games. *Journal of Promotion Management*, 14(1/2):85-101.

Swart, M. 2008. Product placement: worthwhile or a waste of money? :JOM breakfast debate. *Journal of Marketing*, June/July: 6-7.

Tauder, A. R. 2005. Getting ready for the next generation of marketing communications. *Journal of Advertising research*, 45(1):5-8.

Tiwsakul, R., Hackley, C. & Szmigin, I. 2005. Explicit and non-integrated product placement in British television programmes. *International Journal of Advertising*, 24(1):95-111.

Tsai, M.-t., Liang, W.-k. & Liu, M.-L. 2007. The effects of subliminal advertising on consumer attitudes and buying intentions. *International Journal of Management*, 24(1):3-14.

Van der Waldt, D. 2005. The role of product placement in feature films and broadcast television programmes:an IMC perspective. *Communicare*, 24(3):1-16.

Van der Waldt, D.L.R., Nunes, V. & Stroebel, J. 2008. Product placement: exploring effects of product usage by principal actors. *African Journal of Business Management*, 2(6):111-118.

Van der Westhuizen, L. 2012. Product placement: a modern approach to 'screen advertising?'. Marketingupdate.[Online]Availablefrom [http:// www.marketingupdate.co.za/?IDstory=50295](http://www.marketingupdate.co.za/?IDstory=50295) [Accessed: 2014-06-18].

Van Reijmersdal, E. V., Neijens, P. & Smit, E.G. 2009. A new branch of advertising: reviewing factors that influence reactions to product placement. *Journal of Advertising Research*, 49(4):429-449.

- Van Reijmersdal, E., Neijens, P. & Smit, E. 2005. Readers' reactions to mixtures of advertising and editorial content in magazines. *Journal of Current Issues and Research in Advertising*, 27 (2): 39-54.
- Van Reijmersdal, E., Smit, E. & Neijens, P. 2010. How media factors affect audience responses to brand placement. *International Journal of Advertising*, 29(2):279-302.
- von Bormann, T. 2005. Your product here. *Journal of Marketing*, 11(4):35-37.
- VonRiesen, R.D. & Herndon, N.C. 2011. Consumer involvement with the product and the nature of brand loyalty. *Journal of Marketing Channels*, 18:327-352.
- Walker, M. 2014. Digital Marketing in SA's Automotive Sector is getting up to speed with global trends. [Online] Available from:<http://themediainline.co.za/2013/12/digital-marketing-in-sas-automotive-sector-is-getting-up-to-speed-with-global-trends/> [Accessed: 2014-08-07].
- Wang, K., Wang, E. T. G. & Farn, C-K. 2009. Influence of web advertising strategies, consumer goal-directedness, and consumer involvement on web advertising effectiveness. *International Journal of Electronic Commerce*, 13(4):67-95.
- Wegner, T. 2012. *Applied business statistics: Methods and Excel-based applications*. 3<sup>rd</sup> ed. Cape Town: Juta & Company.
- Wierenga, M. 2012. *Marketing communication plan for fiesta magazine*. Bachelor's thesis. Haaga-Helia: University of Applied Sciences.
- Wild, J. J., Wild, K.L. & Han, J.C.Y. 2006. *International business*. New Jersey: Pearson Education.
- Williams, K., Petrosky, A., Hernandez, E. & Page, R. 2011. Product placement effectiveness: revisited and renewed. *Journal of Management and Marketing Research*, 7:1-24.
- Wilson, J. 2010. *Essentials of Business Research: A Guide to Doing Your Research Project*: SAGE Publications.
- Wilson, R. T. & Till, B. D. 2011. Product placement in movies and on Broadway. *International Journal of Advertising*, 30(3):373-398.

Wimmer, R. D. & Dominick, J. R. 2006. *Mass media research: An introduction*. 8<sup>th</sup> ed. Belmont, California: Wadsworth.

Wood, M. B. 2004. *Marketing planning: principles into practice*. Pearson Education Limited. Essex.2

Wright, B. 2011. Beyond product placement: A model for advergaming as a viral marketing tool in South Africa. *Communicare*, 30(1):48-64.



# Appendix A

## Questionnaire



Dear respondent

My name is ‘Mapaseka Ntsike, a student at the University of Free State. I am pursuing a Master’s degree in Business Management at the University of Free State and as part of the requirements for the completion of my studies I have to complete a research project. The purpose of this questionnaire is to observe how involved you are with *product placement of cars*. The results of this study will be used only for academic purposes and will contribute to the body of knowledge on the impact of product placement on consumer involvement in South-Africa. Your honest responses will be appreciated. The information will be kept confidential and you will remain anonymous.

I humbly request you to fill out this questionnaire which will take you at most 15-20 minutes of your time. For any information that is not clear on the questionnaire, please consult me or my study leader on the details provided below.

Thank you for your willingness to participate.

Kind regards,

‘Mapaseka Ntsike  
*M. Ntsike*  
[ntsike.mapaseka@gmail.com](mailto:ntsike.mapaseka@gmail.com)

Study leader: Dr Johan Van Zyl

Department Head of Business Management

[vanzyljh@ufs.ac.za](mailto:vanzyljh@ufs.ac.za)



**Definition:** Product placement is a form of advertising and promotion in which products are placed in television shows, movies, Internet or other entertainment content to generate visibility and obtain consumer exposure.

For example: The display of cars and other products along corridors of shopping malls or the mention/appearance of products within storylines of soapies, tv shows and movies.

**Definition:** Programme implies any setting where a product can be integrated. For example, in this case, Internet, auto show, magazine and a shopping mall.

Please indicate with a cross (X) next to the appropriate answer.

To what extent do you agree with the following statements with regard to the programme you were exposed to when you decided to buy your car?

**1=strongly disagree, 2=disagree, 3=uncertain, 4=agree, 5=strongly agree**

**NB! 0= programme that you did not use when you decided to buy your car.**

**SECTION A**

**SECTION A**

<b>Programme</b>																								
<b>1. Customer emotions towards the programme</b>	<b>N/A</b>	<b>Internet</b>					<b>N/A</b>	<b>Auto show</b>					<b>N/A</b>	<b>Magazine</b>					<b>N/A</b>	<b>Shopping mall</b>				
1.1 I feel energised when I have to view the following programme:	0	1	2	3	4	5	0	1	2	3	4	5	0	1	2	3	4	5	0	1	2	3	4	5
1.2 I feel excited when I have to view the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
1.3 I feel hopeful when I have to view the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
1.4 I feel wide awake when I have to view the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
<b>Programme</b>																								
<b>2. Customer attention towards the programme</b>	<b>N/A</b>	<b>Internet</b>					<b>N/A</b>	<b>Auto show</b>					<b>N/A</b>	<b>Magazine</b>					<b>N/A</b>	<b>Shopping mall</b>				
2.1 I pay full attention towards the following programme: because it is interesting.	0	1	2	3	4	5	0	1	2	3	4	5	0	1	2	3	4	5	0	1	2	3	4	5
2.2 I remember information I learned from the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5

2.3 I ignore distractions when I view the following programme: because it is eye-catching.		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
2.4 I view the following programme: closely because it is believable.		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
2.5 I get ready to view everything about the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
2.6 I view the following programme: in a patient manner.		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
2.7 I display certain approval gestures when I am viewing the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5

Programme																								
3. Customer involvement towards the programme	N/A	Internet					N/A	Auto show					N/A	Magazine					N/A	Shopping mall				
	3.1 I evaluate the following programme:	0	1	2	3	4	5	0	1	2	3	4	5	0	1	2	3	4	5	0	1	2	3	4
3.2 I feel positive about the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
3.3 I react favourably towards the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5

**4. Customer Involvement towards the product**

Programme																								
Cognitive Involvement	N/A	Internet					N/A	Auto show					N/A	Magazine					N/A	Shopping mall				
	4.1 I examined a very long list of features after seeing my car brand in the following programme:	0	1	2	3	4	5	0	1	2	3	4	5	0	1	2	3	4	5	0	1	2	3	4
4.2 It was a very big decision in my life choosing my car brand after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5

4.3 I would have had a lot to lose if I choose the wrong brand of car after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.4 I thought to myself that you can tell a lot about me by the car brand I choose after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.5 I attached great importance to my car brand after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5

Programme																								
Affective Involvement	N/A	Internet					N/A	Auto show					N/A	Magazine					N/A	Shopping mall				
4.6 It was very appealing seeing my car brand in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.7 It was very pleasant seeing my car brand in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.8 It was very favourable seeing my car brand in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5

4.9 I definitely bought my car brand after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.10 I definitely had high purchase interest in my car brand after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5

Programme																								
Behavioural Involvement	N/A	Internet					N/A	Auto show					N/A	Magazine					N/A	Shopping mall				
4.11 I searched for information about my car brand after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.12 I have learned new information about my car brand after seeing it in following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.13 I asked my friends and family whether they like my car brand too after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5

4.14 I compared and contrasted my car brand with other brands of cars in the same category after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.15 I looked for my car brand in the stores after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.16 I started using my car brand after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.17 I complemented my car industry after seeing my car brand the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5
4.18 I have recommended someone to buy my car brand after seeing it in the following programme:		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5		1	2	3	4	5



## SECTION B

Please show your response with a cross (X) opposite your applicable category.

1. What is your gender?

1. Male	
2. Female	

2. What is your age group?

1. 25- 35	
2. 36-45	
3. 46-55	
4. 56 and above	

3. What is your income group?

1. R10,000- R15,000	
2. R16,000- R21,000	
3. R22,000- R30,000	
4. R31,000 and above	

4. Where do you stay?

1. Suburb	
2. Township	
3. Rural area	

5. What is your race?

1. White	
2. Black	
3. Indian	
4. Coloured	
5. Other	

6. Select below your car brand (please select one).

1. Ford	
2. Toyota	
3. Volkswagen	
4. General Motors	

7. Which product placement tools does a car industry mostly use to interact with you?

1. Shopping malls	
2. Auto shows	
3. Internet	
4. Magazines	
5. All of the above	

### SECTION C

Please show your response with a cross (X) opposite your applicable category.

1. Are you looking for a new car?

1. Yes	2. No
--------	-------

2. If so, where are you searching?

1. Shopping mall	
2. Internet	
3. Auto Show	
4. Magazine	
5. Other (Please specify)	

3. How often do you respond to a car brand's display in a programme?

1. Never	2. Almost never	3. Sometimes	4. Almost always	5. Always
----------	-----------------	--------------	------------------	-----------

4. If you do respond, for how long are you persuaded to buy the car brand marketed in a programme?

1. For a short term	2. For a long term
---------------------	--------------------

5. What features would you like a car industry to discuss in a programme?

**1=strongly disagree, 2=disagree, 3=uncertain, 4=agree, 5=strongly agree**

1. Price	1	2	3	4	5
2. Service plan	1	2	3	4	5
3. Air conditioners	1	2	3	4	5
4. Maintenance costs	1	2	3	4	5
5. Fuel economy	1	2	3	4	5

**THANK YOU FOR YOUR TIME AND EFFORT IN ANSWERING THIS QUESTIONNAIRE.**

## Appendix B

### Participant consent letter

I .....hereby agree to participate in the study investigating the impact of product placement on consumer involvement with cars in the Bloemfontein car industry. I am fully aware and understand that, the objectives and benefits that will accrue from this research given the information I will provide will be used only for academic purposes.

I reserve the right to provide all relevant answers and to pull out of the research if I feel that some of the questions may expose the company's critical success factors to the competition.

As the Marketing and Communications Manager of this company, I allow 'Mapaseka Ntsike, student number: 2012160467 to conduct an interview with me.

.....

Researcher's name

.....

Signature

.....

Date

.....

Participant's name

.....

Signature

.....

Date

## Interview guide

UNIVERSITY OF THE  
FREE STATE  
UNIVERSITEIT VAN DIE  
VRYSTAAT  
YUNIVESITHI YA  
FREISTATA



Dear respondent

The letter serves to confirm that 'Mapaseka Ntsike is a student at the University of Free State. She is pursuing a Master's degree in Business Management at the University of Free State and as part of the requirements for the completion of her studies she has to complete a research project. The purpose of her research is to observe how involved your company is with *product placement of cars*. The results of this study will be used only for academic purposes and will contribute to the body of knowledge on the impact of product placement on consumer involvement in South-Africa. Your honest responses will be appreciated. The information will be kept confidential and you will remain anonymous.

The results of this study will be emailed to you upon request. For any information regarding this study, please consult me or her on the details provided below.

Thank you for your willingness to participate.

Regards

Study leader

.....

Dr Johan van Zyl

[vanzyljh@ufs.ac.za](mailto:vanzyljh@ufs.ac.za)

Student

.....

'Mapaseka Ntsike

[ntsike.mapaseka@gmail.com](mailto:ntsike.mapaseka@gmail.com)



Does your company practice product placement?

Yes	No
-----	----

1. If not, what do you use to market your car brands?

--

2. If so, for how long has your company been using product placement for marketing purposes?

Over a year	2-4 years	More than 5 years
-------------	-----------	-------------------

3. Which product placement tools does your company use? (Please select all the tools that are relevant)

Shopping malls	Magazines	Auto shows	Internet	Other (Please specify)
----------------	-----------	------------	----------	------------------------

4. Which product placement tool is more effective for your organisation for marketing purposes, and why?

--

5. What factors influence the decision on which product placement tools to use?

--

6. To what extent do you use product placement as a marketing communication tool?

Not much	To a great extent
----------	-------------------

7. Please select marketing communication tools that you use to expose cars.(Please select all the tools that are relevant in order of importance)

Product placement
Sales Promotion
Personal selling
Advertising
Direct marketing
Public relations
Social media marketing

8. Is product placement effective for your organisation? (effective in terms of meeting your objectives)

Yes	No
-----	----

9. If so, how so?

--

10. Do you measure the effectiveness of product placement and other marketing communication methods in your organisation?

Yes	No
-----	----

11. If yes, where is product placement positioned in your marketing communications strategy?

Bottom	Middle	Top
--------	--------	-----

12. How do you see the future of product placement?

A onetime phenomenon	A supplemental tool	A clients long term strategy
----------------------	---------------------	------------------------------

13. To what extent does your implementation of product placement get the customers involved with cars?

Less involved	Highly involved
---------------	-----------------

14. How do you see/measure how involved customers are with cars as a result of product placement?

--

15. What responses does your company expect from product placement of cars, what is considered a success/failure?

Cognitive involvement- Affective involvement-Behavioural involvement
Affective involvement-Cognitive involvement-Behavioural involvement
Behavioural involvement-Affective involvement-Cognitive involvement



Behavioural involvement-Cognitive involvement-Affective involvement

16. How do you ensure that product placement of cars generates the desired consumer response?

## Appendix C

### Variable summary/variable counts

Number of variables in your model: 6

Number of observed variables: 4

Number of unobserved variables: 2

Number of exogenous variables: 4

Number of endogenous variables: 2

### Observed, endogenous variables

Programme involvement

Placed product involvement

### Observed, exogenous variables

Emotions towards the programme

Attention towards the programme

### Unobserved, exogenous variables

Programme involvement

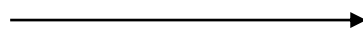
e1

Placed product involvement

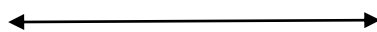
e2

### DIAGRAM SYMBOLS

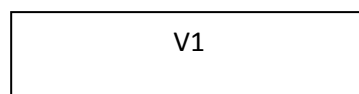
Direct relationship



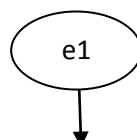
Covariance / correlation



Measured/observed variable



Measurement error



## Appendix D

### Summary of outlier statistics

#### Internet - Observations farthest from the centroid (Mahalanobis distance)

Observation number	Mahalanobis d-squared	p1	p2
83	16.198	0.003	0.564
97	16.182	0.003	0.204
3	15.364	0.004	0.12
71	15.364	0.004	0.034
72	15.364	0.004	0.008
73	15.364	0.004	0.001
74	15.364	0.004	0
75	15.364	0.004	0
1	12.912	0.012	0.01
59	12.912	0.012	0.003
60	12.912	0.012	0.001
61	12.912	0.012	0
62	12.912	0.012	0
63	12.912	0.012	0
64	12.912	0.012	0
254	12.752	0.013	0
233	12.348	0.015	0
113	10.523	0.032	0.01
114	10.523	0.032	0.005
115	10.523	0.032	0.002
116	10.523	0.032	0.001
117	10.523	0.032	0
118	10.523	0.032	0
119	10.523	0.032	0
120	10.523	0.032	0
121	10.523	0.032	0
122	10.523	0.032	0
123	10.523	0.032	0
251	10.518	0.033	0
253	10.394	0.034	0
242	9.012	0.061	0.003
154	8.967	0.062	0.002
80	8.248	0.083	0.06
231	7.351	0.118	0.635
157	7.288	0.121	0.626
102	6.939	0.139	0.852
103	6.939	0.139	0.808
104	6.939	0.139	0.757
105	6.939	0.139	0.701
106	6.939	0.139	0.64
107	6.939	0.139	0.575
108	6.939	0.139	0.508

109	6.939	0.139	0.442
110	6.939	0.139	0.378
111	6.939	0.139	0.317
112	6.939	0.139	0.262
180	6.82	0.146	0.318
257	6.605	0.158	0.492
76	5.987	0.2	0.955
146	5.987	0.2	0.938
147	5.987	0.2	0.918
148	5.987	0.2	0.893
149	5.987	0.2	0.862
150	5.987	0.2	0.827
5	5.718	0.221	0.953
252	5.349	0.253	0.997
19	5.245	0.263	0.999
8	5.241	0.263	0.998
241	5.061	0.281	1
7	4.923	0.295	1
250	4.816	0.307	1
10	4.787	0.31	1
11	4.787	0.31	1
13	4.787	0.31	1
14	4.787	0.31	1
21	4.787	0.31	1
23	4.787	0.31	1
36	4.787	0.31	0.999
48	4.787	0.31	0.999
49	4.787	0.31	0.999
50	4.787	0.31	0.998
51	4.787	0.31	0.997
52	4.787	0.31	0.995
53	4.787	0.31	0.993
54	4.787	0.31	0.99
55	4.787	0.31	0.987
56	4.787	0.31	0.981
57	4.787	0.31	0.975
58	4.787	0.31	0.966
77	4.787	0.31	0.955
89	4.787	0.31	0.942
90	4.787	0.31	0.925
91	4.787	0.31	0.905
92	4.787	0.31	0.882
95	4.787	0.31	0.855
158	4.787	0.31	0.824
159	4.787	0.31	0.789
204	4.787	0.31	0.751
205	4.787	0.31	0.71
206	4.787	0.31	0.665
207	4.787	0.31	0.618
236	4.787	0.31	0.57

255	4.787	0.31	0.52
268	4.787	0.31	0.47
269	4.787	0.31	0.421
270	4.787	0.31	0.373
271	4.787	0.31	0.327
272	4.787	0.31	0.284
273	4.787	0.31	0.244
274	4.787	0.31	0.207

**Auto show - Observations farthest from the centroid (Mahalanobis distance)**

Observation number	Mahalanobis d-squared	p1	p2
254	40.775	0	0
241	34.246	0	0
16	28.069	0	0
166	27.95	0	0
15	23.714	0	0
99	19.511	0.001	0
251	17.365	0.002	0
80	16.104	0.003	0
239	16.039	0.003	0
268	15.336	0.004	0
269	15.336	0.004	0
270	15.336	0.004	0
271	15.336	0.004	0
272	15.336	0.004	0
273	15.336	0.004	0
207	13	0.011	0
10	12.991	0.011	0
13	12.795	0.012	0
98	11.525	0.021	0
244	10.998	0.027	0
233	10.219	0.037	0.004
17	10.151	0.038	0.003
240	9.94	0.041	0.004
230	9.827	0.043	0.003
157	9.349	0.053	0.018
231	9.065	0.059	0.036
88	8.806	0.066	0.066
232	8.788	0.067	0.046
6	8.507	0.075	0.094
84	8.192	0.085	0.197
25	7.625	0.106	0.594
26	7.625	0.106	0.52
27	7.625	0.106	0.445
28	7.625	0.106	0.374

29	7.625	0.106	0.306
30	7.625	0.106	0.246
31	7.625	0.106	0.192
32	7.625	0.106	0.147
33	7.625	0.106	0.11
34	7.625	0.106	0.08
35	7.625	0.106	0.057
242	7.41	0.116	0.113
97	7.194	0.126	0.205
8	6.861	0.143	0.462
82	6.613	0.158	0.668
159	6.484	0.166	0.741
252	6.395	0.172	0.774
96	5.968	0.202	0.972
7	5.965	0.202	0.961
256	5.77	0.217	0.988
247	5.641	0.228	0.994
20	5.554	0.235	0.996
287	5.27	0.261	1
81	4.825	0.306	1
83	4.771	0.312	1
3	4.636	0.327	1
71	4.636	0.327	1
72	4.636	0.327	1
73	4.636	0.327	1
74	4.636	0.327	1
75	4.636	0.327	1
154	4.49	0.344	1
11	4.294	0.368	1
253	4.272	0.371	1
162	4.262	0.372	1
9	4.112	0.391	1
79	4.085	0.395	1
2	4.028	0.402	1
65	4.028	0.402	1
66	4.028	0.402	1
67	4.028	0.402	1
68	4.028	0.402	1
69	4.028	0.402	1
70	4.028	0.402	1
152	4.028	0.402	1
214	4.028	0.402	1
215	4.028	0.402	1
216	4.028	0.402	1
217	4.028	0.402	1
218	4.028	0.402	1
219	4.028	0.402	1
286	3.951	0.413	1
78	3.799	0.434	1
274	3.46	0.484	1

275	3.46	0.484	1
276	3.46	0.484	1
277	3.46	0.484	1
278	3.46	0.484	1
279	3.46	0.484	1
48	3.315	0.507	1
49	3.315	0.507	1
50	3.315	0.507	1
51	3.315	0.507	1
52	3.315	0.507	1
53	3.315	0.507	1
54	3.315	0.507	1
55	3.315	0.507	1
56	3.315	0.507	1
57	3.315	0.507	1
58	3.315	0.507	1

**Magazine - Observations farthest from the centroid (Mahalanobis distance)**

Observation number	Mahalanobis d-squared	p1	p2
166	25.672	0	0.011
83	24.386	0	0
250	23.693	0	0
256	22.297	0	0
247	20.694	0	0
242	18.084	0.001	0
239	17.206	0.002	0
87	17.033	0.002	0
232	12.341	0.015	0.039
82	12.276	0.015	0.019
251	11.76	0.019	0.032
241	10.572	0.032	0.25
231	10.526	0.032	0.18
254	10.158	0.038	0.249
7	9.734	0.045	0.381
161	9.483	0.05	0.435
15	9.416	0.052	0.378
97	9.374	0.052	0.311
8	8.755	0.068	0.646
92	6.96	0.138	1
230	6.955	0.138	1
153	6.892	0.142	1
220	6.892	0.142	1
221	6.892	0.142	1
222	6.892	0.142	0.999
223	6.892	0.142	0.999

224	6.892	0.142	0.997
225	6.892	0.142	0.995
226	6.892	0.142	0.992
295	6.892	0.142	0.987
296	6.892	0.142	0.98
297	6.892	0.142	0.97
298	6.892	0.142	0.955
299	6.892	0.142	0.936
300	6.892	0.142	0.91
151	6.825	0.145	0.911
208	6.825	0.145	0.88
209	6.825	0.145	0.842
210	6.825	0.145	0.798
211	6.825	0.145	0.747
212	6.825	0.145	0.691
213	6.825	0.145	0.63
80	6.454	0.168	0.888
48	5.997	0.199	0.993
49	5.997	0.199	0.989
50	5.997	0.199	0.983
51	5.997	0.199	0.975
52	5.997	0.199	0.965
53	5.997	0.199	0.952
54	5.997	0.199	0.934
55	5.997	0.199	0.913
56	5.997	0.199	0.886
57	5.997	0.199	0.855
58	5.997	0.199	0.818
257	5.06	0.281	1
157	4.99	0.288	1
25	4.96	0.291	1
26	4.96	0.291	1
27	4.96	0.291	1
28	4.96	0.291	1
29	4.96	0.291	1
30	4.96	0.291	1
31	4.96	0.291	0.999
32	4.96	0.291	0.999
33	4.96	0.291	0.999
34	4.96	0.291	0.998
35	4.96	0.291	0.997
78	4.898	0.298	0.998
3	4.849	0.303	0.998
71	4.849	0.303	0.997
72	4.849	0.303	0.996
73	4.849	0.303	0.994
74	4.849	0.303	0.991
75	4.849	0.303	0.987
99	4.674	0.322	0.997
2	4.65	0.325	0.997



65	4.65	0.325	0.996
66	4.65	0.325	0.994
67	4.65	0.325	0.991
68	4.65	0.325	0.988
69	4.65	0.325	0.983
70	4.65	0.325	0.977
152	4.65	0.325	0.969
214	4.65	0.325	0.96
215	4.65	0.325	0.947
216	4.65	0.325	0.932
217	4.65	0.325	0.914
218	4.65	0.325	0.893
219	4.65	0.325	0.868
227	4.531	0.339	0.933
240	4.446	0.349	0.958
113	4.442	0.349	0.948
114	4.442	0.349	0.934
115	4.442	0.349	0.916
116	4.442	0.349	0.895
117	4.442	0.349	0.871
118	4.442	0.349	0.844
119	4.442	0.349	0.813
120	4.442	0.349	0.778
121	4.442	0.349	0.74

**Shopping mall - Observations farthest from the centroid  
(Mahalanobis distance)**

Observation number	Mahalanobis d-squared	p1	p2
88	25.812	0	0.01
240	25.404	0	0
233	18.785	0.001	0.002
166	18.481	0.001	0
250	14.749	0.005	0.022
3	13.347	0.01	0.074
71	13.347	0.01	0.028
72	13.347	0.01	0.01
73	13.347	0.01	0.003
74	13.347	0.01	0.001
75	13.347	0.01	0
254	12.22	0.016	0.003
83	11.724	0.02	0.007
1	11.609	0.021	0.004
59	11.609	0.021	0.002
60	11.609	0.021	0.001
61	11.609	0.021	0
62	11.609	0.021	0

63	11.609	0.021	0
64	11.609	0.021	0
157	11.423	0.022	0
85	10.505	0.033	0
252	10.44	0.034	0
256	9.979	0.041	0.001
9	9.892	0.042	0.001
155	9.85	0.043	0.001
15	9.291	0.054	0.007
37	8.168	0.086	0.345
38	8.168	0.086	0.275
39	8.168	0.086	0.213
40	8.168	0.086	0.16
41	8.168	0.086	0.117
42	8.168	0.086	0.083
43	8.168	0.086	0.058
44	8.168	0.086	0.039
45	8.168	0.086	0.026
46	8.168	0.086	0.016
47	8.168	0.086	0.01
242	8.111	0.088	0.009
96	7.503	0.112	0.135
19	7.434	0.115	0.135
82	7.371	0.118	0.133
7	7	0.136	0.378
8	6.399	0.171	0.888
98	6.354	0.174	0.883
161	6.117	0.191	0.96
20	6.034	0.197	0.968
76	5.776	0.216	0.994
146	5.776	0.216	0.991
147	5.776	0.216	0.987
148	5.776	0.216	0.981
149	5.776	0.216	0.973
150	5.776	0.216	0.962
25	5.546	0.236	0.992
26	5.546	0.236	0.988
27	5.546	0.236	0.983
28	5.546	0.236	0.976
29	5.546	0.236	0.966
30	5.546	0.236	0.954
31	5.546	0.236	0.938
32	5.546	0.236	0.919
33	5.546	0.236	0.896
34	5.546	0.236	0.868
35	5.546	0.236	0.836
251	5.346	0.254	0.94
17	5.142	0.273	0.985
80	5.141	0.273	0.979
5	4.993	0.288	0.993

230	4.947	0.293	0.994
241	4.912	0.296	0.994
4	4.713	0.318	0.999
261	4.663	0.324	0.999
153	4.621	0.328	0.999
220	4.621	0.328	0.999
221	4.621	0.328	0.999
222	4.621	0.328	0.998
223	4.621	0.328	0.997
224	4.621	0.328	0.996
225	4.621	0.328	0.994
226	4.621	0.328	0.991
295	4.621	0.328	0.988
296	4.621	0.328	0.983
297	4.621	0.328	0.977
298	4.621	0.328	0.969
299	4.621	0.328	0.959
300	4.621	0.328	0.947
87	4.506	0.342	0.976
274	4.187	0.381	0.999
275	4.187	0.381	0.999
276	4.187	0.381	0.999
277	4.187	0.381	0.998
278	4.187	0.381	0.997
279	4.187	0.381	0.996
231	4.138	0.388	0.997
257	4.084	0.395	0.998
113	3.988	0.408	0.999
114	3.988	0.408	0.999
115	3.988	0.408	0.998
116	3.988	0.408	0.998
117	3.988	0.408	0.997