



# University of Glasgow

**THE EFFECT OF MOBILE PHONES` PLACEMENT IN MOVIES ON  
CUSTOMER PURCHASE BEHAVIOUR: A STUDY OF TURKISH  
CUSTOMERS**

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An elderly lady was in love with roses. She treated them as if they were her own children. When fall arrived, she would pick them and make rose water, only for her grandchild. Rose Beauty! When her body met the sacred arms of the soil, she started to nourish the roses with her eternal love. She could not die, she could just turn into a beautiful rose bush! That is what she simply did.

Hey kids! Do not pick the roses, alright? Who knows, there might be old ladies in their hearts, let's not hurt them in their yards!

By dedicating my dissertation to my grandmother, who recently passed away, I would like to thank her for the role she played in my upbringing and her influence on the man that I am today.

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## ABSTRACT

Marketers have always looked for creative ways to convey their messages to target audiences. However, their old tactic, traditional advertising, has begun to lose effectiveness over the last decade, as consumers began resisting communication by zapping the channel. Dealing with that obstacle combined with the search for creativity led to an even stronger tactic, product placement, which means embedding the advertisement into the video/movie.

The mobile phone sector, on the other hand, is growing rapidly. The number of people buying new mobile phones and subscribing to mobile services increases daily. Sector managers constantly seek opportunities to not just sustain but increase growth in the marketplace. Hence, they aim their efforts at emerging markets, like Turkey, which ranks high in global indices, standing out among other emerging markets.

Several studies in the literature have been conducted regarding product placement, yet the American viewpoint still dominates both the phenomenon and the literature. Since marketing communication became globally available worldwide, a question arose: What do people from different cultures think of product placement and what are its effects on them?

To help respond to a part of this question, this dissertation aims at examining the effects of mobile phones` placement in movies on consumer purchase behaviour, with a particular view of Turkish society. The mobile phone industry is chosen due to its significance. A quantitative research method and descriptive single cross-sectional design is employed. The data is collected via an online questionnaire using a non-probability sample.

It was revealed that Turks have a high positive attitude with regards to product placement. However, it has a weak relationship with brand awareness. Brand awareness has a strong correlation with both purchase intention and purchase behaviour, which are also strongly connected to each other. Moreover, Turks tend to prefer product placement over traditional TV ads, and product placement aids in creating brand awareness among Turks. Difficulty arises when attempting to transfer that brand awareness into purchase intention and hits the top in product adoption phase. Findings such as these may be an advantage to mobile phone brand managers, specifically for Apple and Samsung, which are found to dominate the Turkish mobile phone sector.

Key words: Product placement, brand placement, purchase behaviour, mobile phone sector, Turkey

## CHAPTER 1: INTRODUCTION

### 1.1. BACKGROUND

It has been reported that product placement boosts a brand's performance with regards to sales, revenue, and web hits (Morton et al., 2002). For example, a 65% sales increase was observed by Reese's Pieces and Ericsson's enjoyed a dramatic market share increase after their products appeared in movies. PQ Media estimated that \$6.25 billion was spent for product placement in 2009, which was seen to increase to \$8.25 billion in 2012, with the USA in the lead, having spent 64% of that (Balasubramanian et al., 2014). It was also estimated that the amount spent doubled worldwide in 2016 as shown in Graph 1.1. The phenomenon being dominated by the American viewpoint would not be productive over time, because marketing communication has expanded across the globe, which resulted in curiosity about how those with varying cultural backgrounds evaluate product placement (Sabour et al., 2016). On the other hand, motion picture companies began to take advantage of product placement to help deal with their increasing film production costs (Cha, 2016). *Tomorrow Never Dies*, starring James Bond, had nine separate sponsors, resulting in the company earning more than \$100 million in revenue. Moreover, the view exists that product placement results in more realistic movies by including something from real life (Wilson et al., 2011). Although some ethical concerns exist regarding the phenomenon of product placement (Karniouchina, 2011), it remains an effective way for marketers to promote a brand, as well as a good way to service the motion picture industry and has gained attention in the literature regarding its mutually increasing popularity over recent years.

The mobile phone sector is also worth researching and fleshing out just as product placement. In 2017, the market observed 2.3% growth, with its value reaching \$315.1 billion, shown in Table 1.1. Moreover, the industry predicts an estimated 10% market growth by 2022 (MarketLine, 2018a). Recent studies have reported that as much as two-thirds of the worldwide population subscribe to mobile services (George et al., 2017). Those statistics clearly illustrate the sector's global magnitude and the opportunities therein. Furthermore, Turkish mobile phone sector has grown at a much faster rate than the global industry. A market growth increase of 30.1%, at a value of \$3,607.5 million is estimated for the Turkish mobile phone sector, shown in Table 1.2. by 2022 (MarketLine, 2018b). Since it is widely spread, it is quite difficult to come across with someone who does not use mobile phones and its services in today's world. Mehta (2016) argued that the growth was the result of smartphones, the sector's largest segment, due

to advances in the internet. Hence, smartphone manufacturers lean towards emerging markets to both sustain and increase the growth rate, since they are quite attractive and not yet saturated (Tech Wire Asia, 2018).

Porter (1985, 1996) opined that strategies lean toward the needs existing in existing markets. However, as with smartphone manufacturers, other businesses have made a significant shift towards emerging markets (Mancini, 2017), because strategies have changed, focusing on inert needs and future markets, as was stated by Hamel and Prahalad (1994). Future markets include those offering excellent opportunities for businesses, i.e. emerging markets. Twenty-five attractive emerging markets, shown in Figure 1.1, with much to offer businesses were identified by Morgan Stanley Capital International (MSCI) (2018), and Turkey was among them. According to the global indices measuring a set of policies, institutions, and business regulations, Turkey is quite highly ranked compared to other emerging markets; 46<sup>th</sup> in the World Competitive Yearbook, 53<sup>rd</sup> in the Global Competitiveness Index, 58<sup>th</sup> in the Index of Economic Freedom, and 60<sup>th</sup> in the Ease of Doing Business indices (IMD, 2018; Schwab, 2018; Miller et al., 2018; The World Bank, 2018), indicating Turkey as a remarkable emerging market with many opportunities for businesses and investors, despite its political instability (Criss, 2010); hence, it is worth researching. Moreover, Turkey is culturally and geographically situated between Europe, the Middle East, and Asia (Sandole, 2009), which might provide more representative disclosure of those areas than any of other countries alone would provide.

## 1.2. RESEARCH AIM AND OBJECTIVES

Marketers are increasingly focusing on product placement and the mobile phone sector is growing quickly due to the increasing demand from emerging markets. This research aims to examine the effects of mobile phones' placement in movies on customers' purchase behaviour with a particular view of Turkish society. The research will be conducted via questionnaires, response analyzation, and result comparisons with the existing literature. In line with the aim, objectives striven to achieve herein are as follows:

- To study the role of product placement phenomenon in marketing communication
  - ◇ To research how product placement is emerged
  - ◇ To research the position of product placement among other marketing communication platforms
  - ◇ To examine the types of product placement in movies in the literature
  - ◇ To seek the concepts that measure the effectiveness of product placement

- To research mobile phone sector and the reason behind its growth with a particular view of Turkish market
- To assess the effectiveness of mobile phones' placement in movies on customer purchase behaviour
- To discuss the effects of mobile phones' placement in movies on Turkish customers' purchase behaviour

### 1.3. RESEARCH QUESTIONS

Within the scope of the research and objectives, the aim is to answer the following by collecting and analyzing the relevant data:

- Does the attitude of Turkish people toward advertising influence their attitudes toward product placement?
- Does the attitude of Turkish people toward advertising have an impact on the brand awareness effect of product placement?
- Does the attitude of Turkish people toward advertising affect product placement to motivate purchase intention?
- Does the attitude of Turkish people toward advertising affect product placement to motivate purchase behaviour?
- Does the attitude of Turkish people toward product placement influence the brand awareness effect of product placement?
- Does the attitude of Turkish people toward product placement have an impact on product placement to motivate purchase intention?
- Does the attitude of Turkish people toward product placement have an impact on product placement to motivate purchase behaviour?
- Does mobile phone usage (i.e. duration of usage) have an impact on product placement's ability to create brand awareness?
- Does the brand awareness created by product placement motivate purchase intention?
- Does the brand awareness resulting from the product placement motivate purchase behaviour?
- Do the demographics (i.e. gender and monthly income) have an impact on product placement's ability to motivate purchase behaviour?
- Does the purchase intention as a result of the product placement lead to purchase behaviour?

#### 1.4. RESEARCH STRUCTURE

The first chapter of this dissertation, the introduction, aims at providing background information regarding product placement and the mobile phone industry, and justifies the selected country to the readers, while also providing the research aim, objectives, and questions. The second chapter, the literature review, critically examines previous studies and theories related to product placement and provides industry details and other theories (i.e. customer buying process) that aid in achieving the research objectives. The third chapter, the methodology, outlines the research methods and paradigms that have been employed to achieve the research objectives and answer the research questions. As it is quantitative research, the methodology also provides the questionnaire structure. It also mentions the research ethics. In the next chapter, the findings and discussion, the data obtained are analyzed and the research results are presented. The final chapter, which is the conclusion, aims at presenting the research outcome. Hence, it comprises the managerial implications, as well as the research limitations, while also mentioning future research recommendations and opportunities.

## CHAPTER 2: LITERATURE REVIEW

### 2.1. INTRODUCTION

The literature review of this dissertation consists of four parts. In the first part, in line with the research objectives, overall marketing communication and advertising will be discussed to shed a light on the position product placement holds among other communication platforms. In the second part, the definition of product placement and previous relevant studies will be provided. In the third part, as the effect of product placement in movies will be analyzed in the Turkish mobile phone sector, both the global mobile phone sector and mobile phone sector in Turkey will be discussed. Finally, the literature review will draw attention to customer purchase behaviour in the fourth part, which would help to assess the actual effects of product placement on Turkish customers.

### PART 1

This part of the literature will aim at establishing the position of product placement in marketing communication. Hence, it will shed a light on how product placement has emerged.

### 2.2. MARKETING COMMUNICATION

Conventionally, mass marketing was a common practice used in business that resulted in marketers developing mass-media communication techniques, such as TV advertisements and magazines. However, under pressure by today's quickly changing digital and wireless world, they have developed more comprehensive communication strategies. Integrated marketing communication came about in response to such a massive change. It is described as "carefully integrating and coordinating the company's many communication channels to deliver a clear, consistent and compelling message about the organization and its products." (Kotler et al., 2012; Batra et al., 2016).

Contrary to Kotler et al.'s (2012) evaluation of the integrated marketing communication concept, which considers it as a marketing activity, Luxton et al. (2015) provided a resource-based view at integrated marketing communication and its execution. According to their evaluations, it is a "core process capability" that helps to form positive outcomes from an organization's communication-related sources. They felt that its influence on campaigns makes it more effective; thus, easily boosting a brands' financial performance in the market.

Keller (2016) analyzed marketing communication over eight different platforms, as seen in Table 2.1. A company can either employ one of them or a set to communicate with its customers. However, all of the channels used must have a consistent tone, so as to create a synergistic effect, which lies at the core of integrated marketing communication (Chang et al., 2004), and a sustainable competitive advantage (Porter, 1996), since it also requires the fit among channels.

### 2.2.1. ADVERTISING

As part of integrated marketing communication, advertising is described as “a paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor” (Kotler, 2012). Organizations utilize advertising as a main avenue to accelerate the accomplishment of their offerings in the marketplace, especially for consumer goods such as computers and mobile phones (Barroso et al., 2012). In other words, advertising is formed to convince customers to purchase a certain brand, to build a brand/product awareness or to convey the emotional and functional product benefits (Fransen et al., 2015). Barosso et al. (2012) presented the crucial nature of advertising with regards its results. For example, if an advertisement convinces a consumer, and the consumer starts to think about the quality of that specific product, then advertising becomes be a useful way to bring about an entry barrier for those wanting to get into the market, leading to a high concentration. However, if it merely creates product or brand awareness, but does not affect the customers’ quality perceptions, then it only results in increased competition, which may cause price wars.

However, it has been reported that consumers are usually not interested in communicating and opt to refrain from communication platforms in the last decade (Fransen et al., 2015) via avoiding, contesting, or empowering (ACE) strategies, shown in Table 2.2. As a part of avoidance strategy in particular, people switch channels when commercial breaks begin, which is known as zapping. Hence, marketers began to fight against zapping by employing product placement (Avery et al., 2000; Fransen et al., 2015). It is now viewed as an alternative and more efficient way to inform, remind, and influence their perceptions towards their brands, which is an important part of integrated marketing communication as it is more advantageous over traditional ways of advertising (see Table 2.3) (Morton et al., 2002; Homer, 2009; Strivastava, 2016), resulting from it being a form of hybrid communication due to the different tools it connects (Hackley et al., 2008). These tools range from celebrity endorsements to public relations and sponsorship.

## PART 2

This part of the literature will provide different definitions of product placement and examine its forms in the literature; discussing the phenomenon's advantages and disadvantages, as well as criticism against it. Finally, it will introduce the concepts used to measure its effectiveness based on previous studies.

### 2.3. PRODUCT PLACEMENT

Product placement, also known as brand placement or placement marketing, has been discussed in various ways by different authors in the literature. Balasubramaian (1994) considered it as “a paid product message aimed at influencing movie (or television) audiences via the planned and unobtrusive entry of a branded product into a movie (or television program)”. According to Gupta et al. (1997), “it involves incorporating brands in movies in return for money or for some promotional or other consideration.”. D’astous et al. (2000) viewed it as “the inclusion of a product, a brand name or the name of a firm in a movie, or in a television program for promotional purposes.”. However, Russel et al. (2005) handled the subject broadly, reporting it as “the purposeful incorporation of a brand into an entertainment vehicle.”, allowing for the phenomenon to be used in more than just movies and TV programs, and pointed out that it can be effectively used in various other mediums, such as radio shows, songs, music videos, video games, plays, and novels.

#### 2.3.1. ADVANTAGES AND DISADVANTAGES OF PRODUCT PLACEMENT

In the literature, the advantages and disadvantages of product placement have also been explored. Using different examples (i.e. *Tomorrow Never Dies*), its assistance in funding the motion film industry was also presented (Karrh, 1998; Cha, 2016). Moreover, scholars also stated that it results in films being more realistic (Balasubramanian et al., 2006; Wilson et al., 2011), which is for marketers as well as the motion film industry (Morton et al., 2002). On the other hand, Cowley et al. (2008) opined that consumers are unable to avoid placement exposure via zapping like they could in traditional advertising, which means that brands are more likely in effectively conveying their messages to target audiences than traditional advertisements did. Furthermore, it is a sound investment because it remains longer than traditional advertisements (Morton et al., 2002).

Cowley et al. (2008) also noted the phenomenon's disadvantages via their arguments that prominent placements may result in increased irritation and counterarguing. According to them,

the storyline of the movie may be interrupted if they employ more prominent placement, which, in turn, may result in viewers being irritated. It has also been argued that marketers cannot specifically control product placement in TV shows and movies, due to difficulties placing them the way they want (Wilson et al., 2011).

2.3.2. PRODUCT PLACEMENT IN MOVIES

Product placement in movies has gained attention in the literature, with each presenter having made a different categorization of the types of product placement, like classic, corporate, evocative, and stealth placements (Lehu, 2009), subtle and prominent placements (Wilson et al., 2011), and audio-only, visual-only, and dual-placements (also referred as audio-visual placement or plot connection), as shown in Figure 2.1 (Gupta et al., 1998; Russell, 2002)

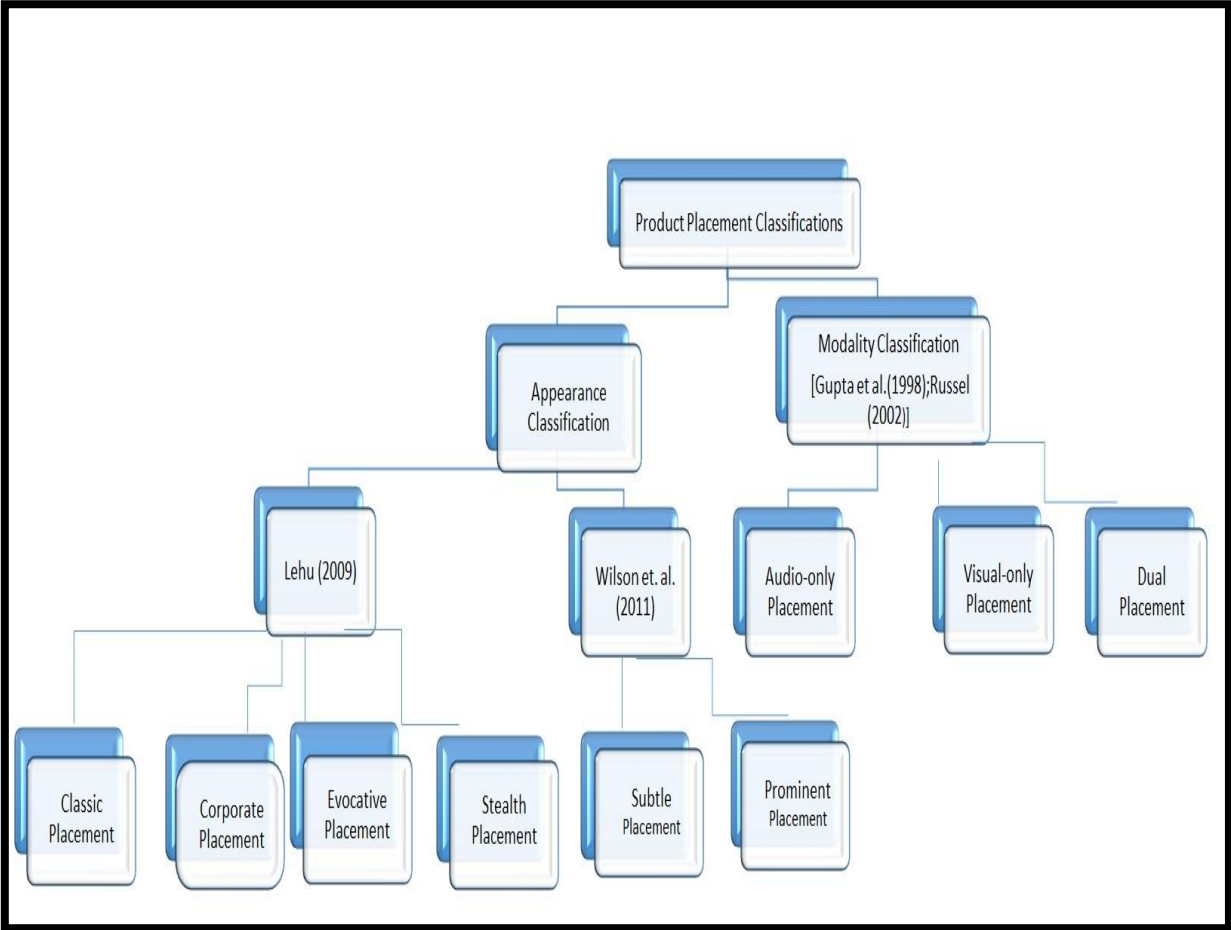


Figure 2.1: Product Placement Classifications

Source: Created by the Author

### 2.3.2.1. APPEARANCE CLASSIFICATION

Lehu's (2009) classification is based on how the product appears in the movies. Classic placement refers to a product appearing naturally in view, such as Motorola's placement in *The Bourne Supremacy*. Although it is cheaper than other types, audiences may in fact not notice it in the scene, because it is quite unremarkable, which may, in turn, diminish its effectiveness. On the other hand, corporate placement puts focus on a brand in general, instead of a particular product. For example, *I Was a Male War Bride*, a Howard Hawks film, refers to the Ritz Hotel, which is actually a corporate placement. This will last longer than product placement because it is expected that a brand will live a lot longer than a specific product; and easier to place. However, the assumption here is that the audience is already aware of the brand. Hence, placement would remain unnoticed if there was no previous knowledge by the audience. The third category, evocative placement, is discreet because neither the name, brand, or logo are mentioned or shown. Such placement occurs by presenting an original or unique part of the product and allowing the audience to associate it with the brand. Therefore, it is not appropriate for all products. The appearance of the Rubik's Cube in *The Pursuit of Happiness* is a good example of this. Lehu's (2009) last category, stealth placement, refers to placements that are mostly undetectable. The brand is flawlessly blended into the scene, and if the placement is noticed by the audience, it has a strong positive effect. Gwyneth Paltrow was dressed by Donna Karan in *The Great Expectations*, where the brand was neither placed nor mentioned. It perfectly avoids commercial overtone criticism. Contrary to Lehu's (2009) classification, Wilson et al. (2011) viewed appearance simply as subtle and prominent placement, where subtle placement refers to the product or small brand logo being in the background, while prominent placement refers to attention-grabbing placement receiving camera close-ups.

### 2.3.2.2. MODALITY CLASSIFICATION

Another classification commonly mentioned in the literature refers to the modality used when placing the brand. Audio-only placement depends only on verbal messages where either product/brand name or its qualities are mentioned. However, when a product/brand is shown without the support of verbal messages, this is a visual-only placement. Finally, dual placement, which can be referred to as audio-visual or plot placement, means the placement of a brand/product verbally and visually, where the placement contributes significantly to the film's storyline, making it more memorable (Gupta et al., 1998; Russell, 2002).

### 2.3.2.3. THE EFFECTIVENESS OF PRODUCT PLACEMENT ON CONSUMERS

Product placement effectiveness is viewed from various viewpoints in the literature, such as customer attitudes (Gupta et al., 2000; Cowley et al., 2008), with regards to brand awareness (i.e. brand recognition and brand recall) (Gupta et al., 1998; Solomon et al., 1994; D’astous et al., 2000), purchase intention and purchase behaviour (Morton et al., 2002) via examination of the placement types and modalities.

#### 2.3.2.3.1. ATTITUDES

Researchers who examined consumer attitudes regarding to product placement reported that product placement acceptability may differ among cultures. For example, Americans are more tolerant of placed products than Austrians or the French (Gupta et al., 2000). However, there may be agreement about the placement of some products, like cigarettes, which are less accepted due to ethical concerns among Americans, Austrians, and the French. Cowley et al. (2008), on the other hand, examined the effects of program liking and placement prominence on brand attitude and discovered a negative relationship between them, claiming that those who liked a program could be negatively influenced by prominent brand placement. Moreover, Homer (2009) put forth that negative brand attitudes can exist for well-known brands if there is repetitive prominent placement.

Gupta et al. (2000) viewed attitudes toward advertising as a proxy to attitudes toward product placement. Although they conceded that they are not equals, they did note similarities, such as legal restrictions, being intrusive, and subject to ethical concerns. However, in a recent study, people from Finland were reported to be more skeptical in their evaluations of information expressed via advertising when compared to Americans and Italians. Even so, Italians showed the least positivity toward product placement, while those from Finland had the most positivity (Sabour et al., 2016) which contradicts proxy claims of Gupta et al. (2000). Nonetheless, both studies reached a consensus regarding the attitudes of people toward product placement by stating that it may vary depending on people`s cultural background/views and attitude toward advertising.

#### 2.3.2.3.2. BRAND AWARENESS

Brand awareness was conceptualized by Aaker (1991) as “the ability for a buyer to recognize or recall that a brand is a member of a certain product category”, and he reported that it can be a measure of brand recognition or recall (Yoo et al., 2001).

Researches regarding the effect of product placement on brand awareness reported that prominent placement more successfully induces people in comparison with traditional TV advertising, which has better performance than subtle placement (Gupta et al., 1998). What is more, both Solomon et al. (1994) and Gupta et al. (1998) stated that product placement is 2.5 times more beneficial than traditional advertising on brand recall. However, criticism exists toward the study of Gupta et al. (1998), regarding their research methodology, in which two subtle placements are compared with one prominent placement. Brennan et al. (1999) argued that a design such as this cannot allow for observations in the awareness variations in each category.

In a comparison of product placement's effects on brand recognition and brand recall, D'astous et al. (2000) claimed a brand recognition rate of 74.6% and a brand recall efficacy of 21.3% in their study conducted on 103 moviegoers. In another study on moviegoers, a brand recall rate of 11% was measured from respondents regarding a movie they had just viewed, indicating that the success of product placement has been exaggerated (Morton et al., 2002).

The brand recall effect resulting from product placement has been reported as differing depending on the placement type and every study has claimed contradictory results. In an experimental study regarding to product placement effectiveness on Turkish consumers, it was revealed that individuals were able to recall and recognize prominent product placements more often than subtle product placements (Gürses et al., 2014). That same study indicated that brand recall is significantly affected by modality. The best recalled placement was reported as audio-visual (69%), followed by visual-only placement (34%), and audio-only placement (9%), and their brand recognition results were similar to brand recall which contradicts D'astous et al.'s (2000) claim of placements being more effective in terms of brand recognition than brand recall.

Contrary to Gürses et al.'s (2014) results, both Gupta et al. (1998) and Russell (2002) reported that audio-only placement allowed better recall than visual-only placements, while Law et al. (2000) argued the opposite. Wilson et al. (2011), on the other hand, found no significant difference between audio-only (4.5%) and visual-only (4.1%) placements. They also opined that using dual placement, which comprises combining both into one, may bring about the best recall (23.8%). To achieve highest recall, they have suggested a winning combination where the product placement will have actor involvement by verbally mentioning the product in addition to prominently displaying the product. However, Law et al. (2000) pointed out that although audio-visual placements were highly effective with regards to brand recall, they were

the least preferred by consumers. Their findings revealed products via visual-only placement as the most chosen, although they are recalled the least. Even though Law et al. (2000) was unable to correlate brand recall and product choice, they discovered that products placed in films or TV programs were chosen more often than those unplaced which corresponds to Kureshi et al.'s (2010) claim as they stated that consumers take products to their set of choice to consider for future purchases after watching them in films, regardless of their immediate purchase decision. This draws attention to the brand awareness created, which is reported to be greater if consumers have more familiarity with the product category (Morton et al., 2002).

On the other hand, some studies suggested a main effect of brand awareness on placement effectiveness regarding to purchase intention. For example, The recall rate of local/unfamiliar and national/familiar brand placement in video games was compared by Nelson (2002), who reported that newer brands were recalled better than established ones. However, the study did not consider placement execution styles (Chan et al., 2016). Hence, unfamiliar brands might be placed more prominently than familiar ones. Chan et al. (2016) reported that both prominence and brand awareness affect purchase intention, as purchase intention is reduced by prominent placement of new brands (low brand awareness), thus creating a negative attitude toward that brand.

In another video game product placement study, Martí-Parreño et al. (2017) reported that brand awareness helps to decrease a consumer's perceived risk prior to purchase behaviour, which may result in increased purchase intention. They found that with repetition, brand engagement and brand love may be influenced by brand awareness, resulting in increased purchase and re-purchase behaviour.

### **2.3.2.3.3. PURCHASE INTENTION AND PURCHASE BEHAVIOUR**

Studies about purchase intention reported that product placement results in consumers having greater purchase intention (Morton et al., 2002). Gupta et al. (2000) performed a study on different cultures and reported that Americans will more likely buy products placed in movies than Austrians or the French. They suggested that gender can impact an individual's purchase intentions following product placement exposure. Males are often affected more by product placement, making them more likely to buy placed products than females. Moreover, they discovered a strong correlation between Americans' attitudes toward placement and their behaviour. A study of American college students by Morton et al. (2002), which is in line with previous studies, reported that a subset of beliefs may predict behaviour after consumer

exposure to product placement in films. The idea that consumers' decisions to purchase/use a product is contributed to by positive portrayals in films, while the opposite can result in discontinued use was supported by their research. However, they suggested inconclusive findings regarding the degree that beliefs influence behaviours. Moreover, they reported no significant effects on purchase behaviour due to ethical concerns about product placement, contradicting the results of a study by Gupta et al. (1997), who claimed ethics may be significant in shaping attitudes toward product placement, which would affect the purchase behaviour.

Gürses et al. (2014) concluded that visual-only placements affected customer brand choice most effectively, with 17% of customers choosing visual-only products, 12% of customers choosing audio-visual products, and just 2% of customers choosing audio-only products. Claiming a change in consumers' brand choice, they acknowledged that product placement changes consumers' purchase behaviour. However, because the observed change was regarding Turkish consumers who were not actually aware of the influence since placements were subtle, they expressed concern regarding product placement ethicality.

Jin et al. (2007) conducted a study of individuals' emotional response to humorous stimuli regarding product placement in movies and concluded that consumers exposed to humorous scenes in a film more often exhibit favourable brand and purchase behaviour following prior positive brand evaluation. However, no relation between prior brand evaluation and the type of film scenes was observed regarding emotional response and product placement perception.

### 2.3.3. CRITICISM OF PRODUCT PLACEMENT

Although much research focuses on product placement effectiveness from various aspects, it has also been highly criticized, with ethical concerns regarding the phenomenon being foremost, as it is seen as deceptive, secretly taking advantage of viewers (Gupta et al., 1997; Morton et al., 2002; Sung et al., 2009; Gürses et al., 2014).

Another main criticism regarding product placement is in regard to the products being placed. A large concern and discussion remains 'ethically charged' branded product placement, such as cigarettes, alcohol, and firearms in films (Gupta et al., 1997; Sung et al., 2009).

Others expressed its unfairness to viewers, as captive audiences, with no option to avoid such commercial influence, as they had with traditional ads (Sung et al., 2009).

## PART 3

This part of the literature will examine the global and Turkish mobile phone sector. Porter's five forces analysis for Turkish mobile phones will be presented and Turkish customer behaviour in the sector will be discussed.

### 2.4. GLOBAL MOBILE PHONE SECTOR

The global mobile phone sector is a significant industry, valued at \$315.1 billion, with 2.3% growth in 2017 compared to 2016, shown in Table 1.1. It comprises two segments, smartphones and feature phones. The smartphone segment includes phones with not just advanced technology, but those also used as computing devices due to advanced mobile operating systems. The feature phone segment includes devices with no computing ability, even though consumers can connect to the internet, take photos, and listen to music. Hence, smartphones are highly popular, as the largest segment, accounting for 97.8% of the market's total value. Companies such as Apple, Samsung, Huawei, and Sony Corporation dominate the global market (MarketLine, 2018a).

The number of people with smartphones continually increases due to demand in emerging markets (Deloitte, 2016), where 81% of people have a smartphone. According to the report, consumers worldwide check their phones at least 40 times daily and favour instant messaging. People from emerging markets access social media via smartphones two times more often than those in developed markets.

#### 2.4.1. MOBILE PHONE SECTOR IN TURKEY

As Turkey is an emerging market, it has greater market growth than the global market, providing a good opportunity for mobile phone manufacturers. The Turkish mobile phone sector recorded 7.1% growth in 2017, with a value of \$2,772.5 million. Moreover, an increase of 30.1% is expected by 2022, bringing the market value to \$3,607.5 million as shown in Table 1.2. Apple, Samsung, LG Electronics, and General Mobile dominate the Turkish mobile phone market (MarketLine, 2018b).

Porter (1985) claimed that there are five forces shaping an industry and they affect prices, costs, and necessary investments by firms as shown in Figure 2.2. Hence, the five forces are a good tool for deciding an industry's profitability. To check the five forces in the Turkish mobile phone industry, industry buyers like Media Markt, Teknosa, and mobile phone operators (Turkcell, Vodafone, Turk Telecom, etc.) are huge companies, which allow them power when

negotiating contracts. However, due to price and stock competition, they have moderate bargaining power with new and popular products. Suppliers providing specialized technology fall into two categories, software (i.e. Google) and electronic manufacturers (i.e. Qualcomm, Foxconn). Big companies do not only depend on mobile phone industry revenue and some, like Apple, produce their own software, so suppliers have moderate bargaining power. Threat of new entrants is weak because of Turkish political instability, like the recent coup and controversial referendum. The most relevant substitute is fixed phone lines, but that threat is also weak since they are immobile and offer few attributes compared to mobile phones. Finally, rivalry among existing companies is a strong force because there are a few big companies competing with each other and device penetration is high, resulting in more money being spent on R&D and price competition (see Figure 2.3) (MarketLine, 2018b). However, it is important to note that Porter was highly criticized for assuming a relatively static market structure, considering the forces as the enemy, and failing to consider strategic alliances (Grundy, 2006). On the other hand, this research is about the final consumers, people who actually use the mobile phones, rather than industrial buyers. Therefore, this research uses it as a checklist for analyzing the Turkish mobile phone sector rather than taking it as an advisor.

A recent study conducted in Turkey considered young people as mobile phone brands' target market as they are more predisposed to the technology and keeping up with it compared to older people and changing their mobile phone more frequently (Armagan et al., 2017). Supportively, another study reported that the youth considers mobile phones as essential and irreplaceable. Furthermore, they do not wait their mobile phones frazzled to buy a new one which leads mobile phone brands to direct most of their marketing communication efforts toward them (Kusku et al., 2015).

Turkish customers are reported to check prices, screen size, heaviness, ease of use, resolution, design, and durability when considering the purchase of a smartphone by another recent study (Belbag et al., 2016). However, Kimiloglu et al. (2010) identified 32 different tangible and intangible features, and attributes that they felt might affect Turkish customer purchase behaviour with regards to mobile phones. Hence, they also segmented the market into four distinct groups: pragmatic, abstemious, value-conscious, and charismatic, according to behavioural characteristics, shown in Table 2.4.

## PART 4

This part of the literature will provide theories to assess customer purchase behaviour.

### 2.5. CUSTOMER PURCHASE BEHAVIOUR

Messages created through integrated marketing communication aim at creating awareness, change an individual's perceptions about a brand or product to ultimately observe a purchase behaviour (Strivastava, 2016). To outline this promotional goal, the Hierarchy of Effects, also known as the AIDA model, was developed. The acronym stands for attention, interest, desire, and action, basically indicating that the first attention by a potential customer needs to be attracted, and then interest must be invoked by presenting the promised benefits. After convincing a potential customer of the excellence that they offer and their ability to satisfy that need, the desire is stimulated. Finally, potential customers need to be driven toward the actual purchase (Ferrel et al., 2011). This model was also enhanced a few of times after it was created (i.e. AISDALSLove) (Wijaya, 2015). However, such traditional pathways seem to be inadequate in explaining the different stages that a customer may pass through (Batra et al., 2016). A more comprehensive approach was suggested: Customers have a need or desire for that brand as an overall category, remember all of the brands that they have associated with meeting their category-level need, conduct an in-depth evaluation of a smaller subset of those brands, not just with regards to their performance quality, but as well regarding their trustworthiness, make a temporary choice based on the preference they have developed, contemplate just how much money they are willing to spend for the brand they prefer, decide to try or purchase the brand or product, develop an opinion about their satisfaction with the brand or product after they have tried it, which will determine their repurchase intention and loyalty, with the hope that over time, how much of the product or brand they buy and how often increases, take part in after-purchase interactions with regards to that brand, and become both a loyal customer and eager advocate for it (see Figure 2.4) (Batra et al., 2016). Today, however, consumers interact with many different types of media, which occurs in more nonlinear and circular ways as they are aware of.

On the other hand, Balasubramanian et al. (2006) argued that under execution/stimulus (i.e. programme type, placement modality) and individual-specific factors (i.e. brand familiarity, attitude toward placement) that are affected how conscious people are during the processing; product placement forms three different responses as cognition (i.e. brand recall), affect (i.e. attitudes) and conation (i.e. purchase intention and behaviour) which is formed around the

hierarchy of effects model (see Figure 2.5). They argued that the influence that program-induced mood has on message processing is based on how attractive the mood is and the how harmonious the placement is with the editorial content. They also stated that increasing the availability of both codes (referring to the dual placement) would increase item recall probability, as the response can be recalled via both codes. Moreover, they argued that brand unfamiliarity is incompatible with prior expectations; hence, it attracts more attention and can result in a better outcome (i.e. recall) than familiar stimulation. However, they reported that familiar brand placement is more distinctive to viewers with regards to easily understanding complicated meanings within content. Hence, depending on how conscious people are, the outcome of the product placement differs, such as affecting the consumer's memory and causing them to recall the placed brands, their attitudes toward brands, and influencing their purchase intentions or behaviours by changing their brand preference. Basically, the model discusses the phases that customers pass through, from with exposure to the placement to their final purchase decision.

## 2.6. CONCLUSION

In conclusion, integrated marketing communication covers a broad concept including various communication platforms, such as advertising and product placement, through which brands strive to deliver their message to target audiences. Successfully integrated marketing communication has been reported to produce sales over the short term and brand building over the long term (Batra et al., 2016). Therefore, activities within integrated marketing communication need to reinforce each other to provide a consistent message and avoid confusion, thus making the brands effective, as this fit is the basis through which the strategies gain a consistent competitive advantage (Porter, 1996). From that aspect, it makes the most sense to evaluate it as a company resource, a "core process capacity", that must be improved continually, as was presented by Luxton et al. (2015) without overlooking the evaluation by Kotler et al. (2012), which has been cited numerous times and is commonly accepted in the field of marketing.

Advertising came about as a means for companies to convince consumers to buy specific products. However, consumers developed strategies over time to avoid their efforts (i.e. ACE strategies). Avoidance strategies, such as zapping, allows customers to change channels during commercial breaks, which marketers battled against with the use of product placement.

Therefore, the conclusion here is that product placement comes under marketing communication and advertising. It is emerged to battle consumer avoidance strategies.

Although many studies have described it differently, it should be noted that various mediums can be utilized when placing products, depending of course on the nature of the product, the target market, and the strategy objectives. From that aspect, Russel et al.'s (2005) broad definition makes much more sense because it places no restrictions on the phenomenon in specific mediums.

Products or brands placement in movies can either be done in an attention-grabbing way or as a background object; verbally, visually, or fully integrated into the storyline, and the pros and cons have been reported in the literature.

Product placement has also been reported as disadvantageous, as prominent product placement in movies may result in storyline interruption and could cause viewers to be annoyed. Moreover, some researchers have argued that marketers are unable to fully control it because it is very difficult to place products the way they want.

Product placement has also been considered as advantageous, as it is a good way to fund the motion film industry. It also makes films more realistic. Moreover, since the effects last longer than those of traditional ads, it is seen as a sound investment. Furthermore, because consumers are unable to avoid the exposure, as they can with the traditional TV ads, it is considered a more effective way for brands to express their messages. Although this is viewed as advantageous, as well as main reason product placement became popular, it also brings about some criticism. Some researchers have argued that consumers do not have the option of avoiding commercial pitches if they wish to. Hence, some of the ethical considerations include being deceptive and taking advantage of viewers while they are unaware of it.

Product placement effectiveness has been studied with regards to consumers' attitudes, brand awareness (i.e. brand recognition and recall), purchase intention, and purchase behaviour, as well as its types and modalities.

A review of the literature clearly revealed the undeniable impact that product placement in films has on a consumer's memory in terms of brand awareness creation, which may affect consumer purchase behaviour. Researchers have argued that product placement results in consumers recognizing and recalling the placed products and brands. In some cases, it also causes quick changes in purchase behaviour. However, even if consumer purchase behaviour is not affected

quickly, those products and brands are added to their choices for future consideration. Hence, consumer attitudes toward product placement have a large impact on its effectiveness and their attitudes toward advertising plays a proxy role. All those effects reportedly differ depending on variables like placement type, gender, culture, and program appreciation. These are the basis of this dissertation.

Before deciding what to purchase, customers pass through specific stages. Although perhaps not linear, it must be acknowledged that there are specific stages that they pass through before forming their final purchase decision. Since theirs is the most recent and comprehensive, it seems best to consider the approaches by Balasubramanian et al. (2006) and Batra et al. (2016) together. Companies should carefully examine those processes to gain an understanding of how customers form a purchase decision, so they can effectively express their messages through marketing communication, particularly through product placement.

The mobile phone sector, on the other hand, is a growing sector both globally and in Turkey. Growth in the Turkish market is much greater than its global growth. Turkish consumers take different factors into consideration, such as price, design, and attributes, when considering the purchase of a smartphone, and they have four distinct behavioural characteristics (pragmatic, abstemious, value-conscious, and charismatic) related to smartphone purchase behaviour.

# CHAPTER 3: METHODOLOGY

## 3.1. INTRODUCTION

This chapter provides details about the research methods employed herein, while further describing the reasoning behind the method selection, sample selection, survey instruments, and data analysis.

## 3.2. RESEARCH AIM, OBJECTIVES AND QUESTIONS

Marketers are increasingly focusing on product placement and the mobile phone sector is growing quickly due to the increasing demand from emerging markets. This research aims to examine the effects of mobile phones' placement in movies on customers' purchase behaviour with a particular view of Turkish society. The research will be conducted via questionnaires, response analyzation, and result comparions with the existing literature. In line with the aim, objectives striven to achieve herein are as follows:

**Table 3.1:** The Research Objectives

No	THE RESEARCH OBJECTIVES
1)	To study the role of product placement phenomenon in marketing communication <ul style="list-style-type: none"><li>◇ To research how product placement is emerged</li><li>◇ To research the position of product placement among other marketing communication platforms</li><li>◇ To examine the types of product placement in the literature</li><li>◇ To seek the concepts that measure the effectiveness of product placement</li></ul>
2)	To research mobile phone sector and the reason behind its growth with a particular view of Turkish market
3)	To assess the effectiveness of mobile phones' placement in movies on purchase behaviour
4)	To discuss the effects of mobile phones' placement in movies on Turkish customers' purchase behaviour

*Source: Created by the Author*

Within the scope of the research and objectives, the aim is to answer the following by collecting and analyzing the relevant data:

**Table 3.2:** The Research Questions

No	THE RESEARCH QUESTIONS
1)	Does the attitude of Turkish people toward advertising influence their attitudes toward product placement?
2)	Does the attitude of Turkish people toward advertising have an impact on the brand awareness effect of product placement?
3)	Does the attitude of Turkish people toward advertising affect product placement to motivate purchase intention?
4)	Does the attitude of Turkish people toward advertising affect product placement to motivate purchase behaviour?
5)	Does the attitude of Turkish people toward product placement influence the brand awareness effect of product placement?
6)	Does the attitude of Turkish people toward product placement have an impact on product placement to motivate purchase intention?
7)	Does the attitude of Turkish people toward product placement have an impact on product placement to motivate purchase behaviour?
8)	Does mobile phone usage (i.e. duration of usage) have an impact on product placement's ability to create brand awareness?
9)	Does the brand awareness created by product placement motivate purchase intention?
10)	Does the brand awareness resulting from the product placement motivate purchase behaviour?
11)	Does the demographics (i.e. gender and monthly income) have an impact on product placement's ability to motivate purchase behaviour?
12)	Does the purchase intention as a result of product placement lead to purchase behaviour?

*Source: Created by the Author*

### 3.3. THE METHODOLOGICAL PARADIGM

The paradigm is defined as a social phenomenon investigation method to derive comprehensive understanding that could be used to explain them (Saunders et al., 2012). Collis et al. (2014) identified two main paradigms, positivism and interpretivism, arguing that paradigm selection guides the research process by forming a link between the paradigms and methodology.

Positivism refers to an external world that is objective to the researcher, where they must be independent, while describing and explaining the facts and making generalizations via credible data collection (Ticehurst et al., 2000; Saunders et al., 2012). Contradictory to positivism, interpretivism takes the world subjectively, which is greatly affected by social constructs, making it hard to come up with a universal single reality. Hence, the paradigm assumes an interconnected research and researcher. Therefore, the researcher's easily changing perceptions affect the research (Ticehurst et al., 2000; Saunders et al., 2012). A philosophical comparison and criticism are given in Tables 3.3 and 3.4.

Some researchers argued that mixing the two paradigms would give better results and reduce drawbacks (Ticehurst et al., 2000). Therefore, this dissertation will attempt to mix both paradigms, thus providing broader insights and reducing drawbacks. The researcher here aims at objectivity to create valid generalizations, being empathetic when needed, which is seen as good in management and marketing (Saunders et al., 2012), and being aware that subconscious emotions might be involved.

### 3.4. RESEARCH APPROACH

Business research strategies are based on different theories depending on the nature of the study and data collection method. Deductive and inductive theories are the main theories for quantitative and qualitative research (Bryman et al., 2011).

#### 3.4.1. DEDUCTIVE AND INDUCTIVE APPROACHES

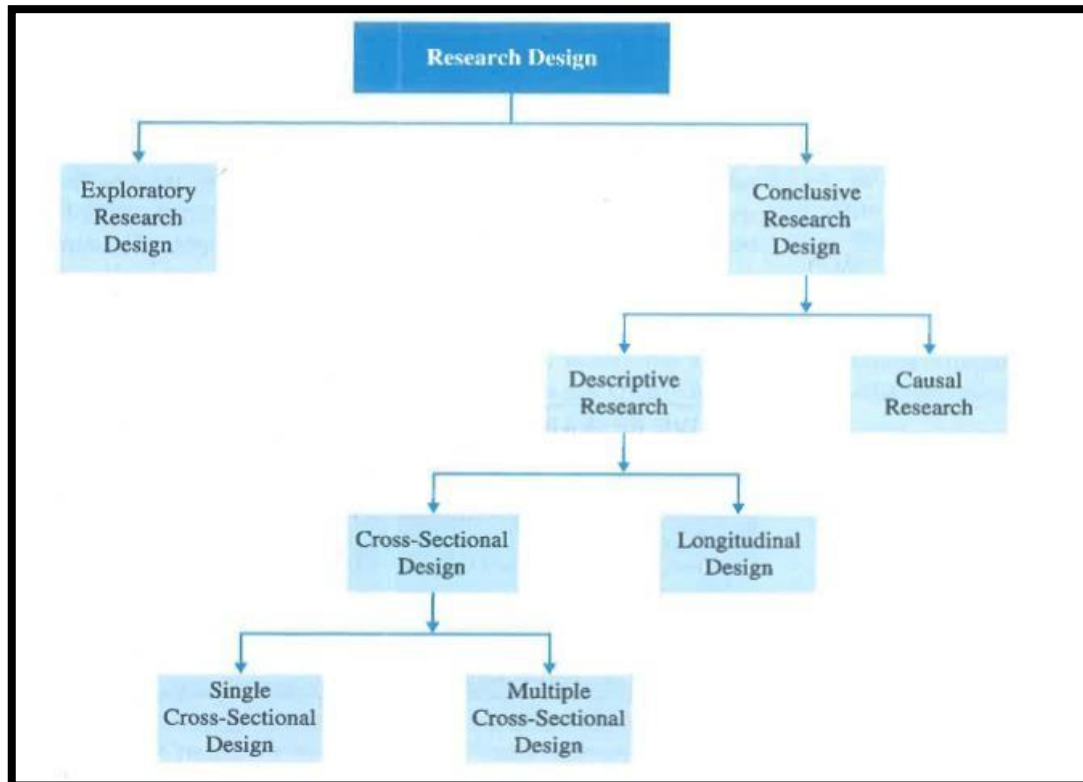
Deductive approach requires knowledge of the research field and theories that exist for making inferences from research. Hence, researchers following the deductive approach reach empirics through theories. Deductive approach is the most preferred view of the theory and research relationship and is a common approach among those conducting quantitative research. If empirical research findings are used to develop a theory, inductive approach can be mentioned, which is the exact opposite of deductive ones and is highly employed in qualitative research (see Table 3.5) (Bryman et al., 2011).

This dissertation employed a literature review to check existing knowledge on product placement, mobile phones' placement in movies, and related theories to assess effects on Turkish customers. Following that, remarkable conclusions are drawn, and research questions based on existing theories are tested via data collection, which is a deductive approach.

However, the research also aims at revealing new findings regarding the effect of mobile phones` placement on Turkish customers.

### 3.5. RESEARCH DESIGN

A research design is a framework to guide researchers with data collection and analyzing (Bryman et al., 2011). Two different research designs, have been identified (Malhotra, 2010) as shown in Figure3.1.



**Figure 3.1:** The Research Design

*Source: Malhotra (2010)*

Exploratory design aims at gaining more research topic knowledge beforehand, which results in better understanding of research problems and verifies its worthiness for research. It is flexible and adaptable because it has no formal structure. Conclusive research can be evaluated in two different branches. The descriptive design focuses on attaining an accurate event, person, or situation profile. It has been argued that changing a collected variable via descriptive research is almost impossible, which might be an advantage with this design, as it is impossible to manipulate variables to make them suit a research purpose. Explanatory (causal) research

design aims at establishing causal relationships between variables. It lets researchers test cause-and-effect relationship hypotheses (Malhotra, 2010; Saunders et al., 2012; Kotler et al., 2012).

Research designs have subcategories like longitudinal and cross-sectional designs, depending on the time period covered. Longitudinal design refers to studies occurring over time, aiming to reveal the effect of time and if changes occur during that time. Both causal research and descriptive research use cross-sectional design, which is used by researchers collecting data at a point shorter than in longitudinal design, which covers longer periods. Cross-sectional design comprises two branches, single and multiple. In multiple cross-sectional designs, data is obtained from two or more samples, while in single cross-sectional designs, just one sample is used. Cross-sectional design allows only for comparing relations between different variables, with no understanding of the causes of the relation (Malhotra, 2010; Bryman et al., 2011)

This dissertation utilized descriptive single-cross sectional design and exploratory design. The descriptive design results from product placement mapping among marketing communication platforms. Since there is a time constraint, single cross-sectional was the best choice, as longitudinal research design would require a long time to execute. The exploratory part results from the literature review, which pertains to previous product placement theories.

### 3.6. RESEARCH METHOD

After establishing research aims, research questions, or hypothesis, data collection should be done to test those applicable according to the deductive research approach. Data sources fall into two categories, secondary and primary, and researchers can choose the qualitative or quantitative method, or both, to collect data (Saunders et al., 2012).

#### 3.6.1. DATA SOURCES

Data can be collected from secondary or primary resources (Kotler, 2012).

##### 3.6.1.1. SECONDARY DATA

Secondary data is that previously collected for another purpose (Kotler, 2012), while secondary research means re-analyzing that data to fulfill the objectives of different research (Bryman et al., 2011). This dissertation's literature review is secondary research because it involves reviewing existing knowledge and theories, which is advantageous because the literature contains excellent, inexpensive and time-saving resources (Bryman et al., 2011; Kotler, 2012). However, as the data was previously collected for another purpose, it may imperfectly fit the

current research, be inaccurate, or out of date. Hence, that found may be complex, and difficult to find and reevaluate (Bryman et al., 2011; Kotler, 2012).

### 3.6.1.2. PRIMARY DATA

Primary data is new data specifically collected for current research (Kotler, 2012), while primary research means collecting data processes for the current research (Bryman et al., 2011; Saunders et al., 2012). By designing questionnaires and collecting respondent data, this dissertation relies heavily on primary data, which allows the researcher many benefits, like data collection specifically for the study objectives, offering insights and explanations, and capturing internal thoughts and emotions and various different viewpoints. However, it is more expensive and time-consuming than secondary research (Saunders et al., 2012).

### 3.6.2. METHOD SELECTION

Researchers can choose the qualitative or quantitative method, or both, for data collection (Saunders et al., 2012).

#### 3.6.2.1. QUALITATIVE RESEARCH

Qualitative research uses pictures, words, and videos instead of statistics (Bryman et al., 2011) and is usually linked to interpretivism and inductive approach (Saunders et al., 2012). According to Ticehurst et al. (2000), a lot of data regarding a small quantity of people or organizations is collected instead of limited data about a large quantity of the same, therefore providing better understanding of the investigated subject (Bryman et al., 2011; Saunders et al., 2012). However, qualitative research is criticized for its subjectiveness, the difficulty replicating, generalization issues, and lacking transparency (Bryman et al., 2011).

#### 3.6.2.2. QUANTITATIVE RESEARCH

Quantitative research places emphasis on numerical data and numbers to draw conclusions and test hypotheses (Ticehurst et al., 2000; Saunders et al., 2012). It uses or generates numerical data and a large number of people/organizations to make results more reliable, representative, and universal (Ticehurst et al., 2000; Bryman et al., 2011). It is mainly associated with positivism and deductive approach (Saunders et al., 2012). It involves ordered questionnaires offering cheaper, faster, and convenient research (Bryman et al., 2011). However, quantitative research is criticized for not distinguishing people and social organizations from nature, its measurement process with artificial seeming precision and accuracy, relying on procedures that obstruct connections between research and daily life, causing a static view (Bryman et al.,

2011). Similarities and contrasts between qualitative and quantitative research are given in Tables 3.6 and 3.7.

By designing a questionnaire, collecting and analyzing data statistically, this dissertation also conducted a quantitative research.

### 3.7. SAMPLING AND DATA COLLECTION

A sample is a subset of a population being studied. It is impossible to survey a whole population; thus, appropriate sampling techniques are needed based on the study nature and limitations of the researcher (Saunders et al., 2012). In this research, due to time constraints, a sample size of 270 was aimed for.

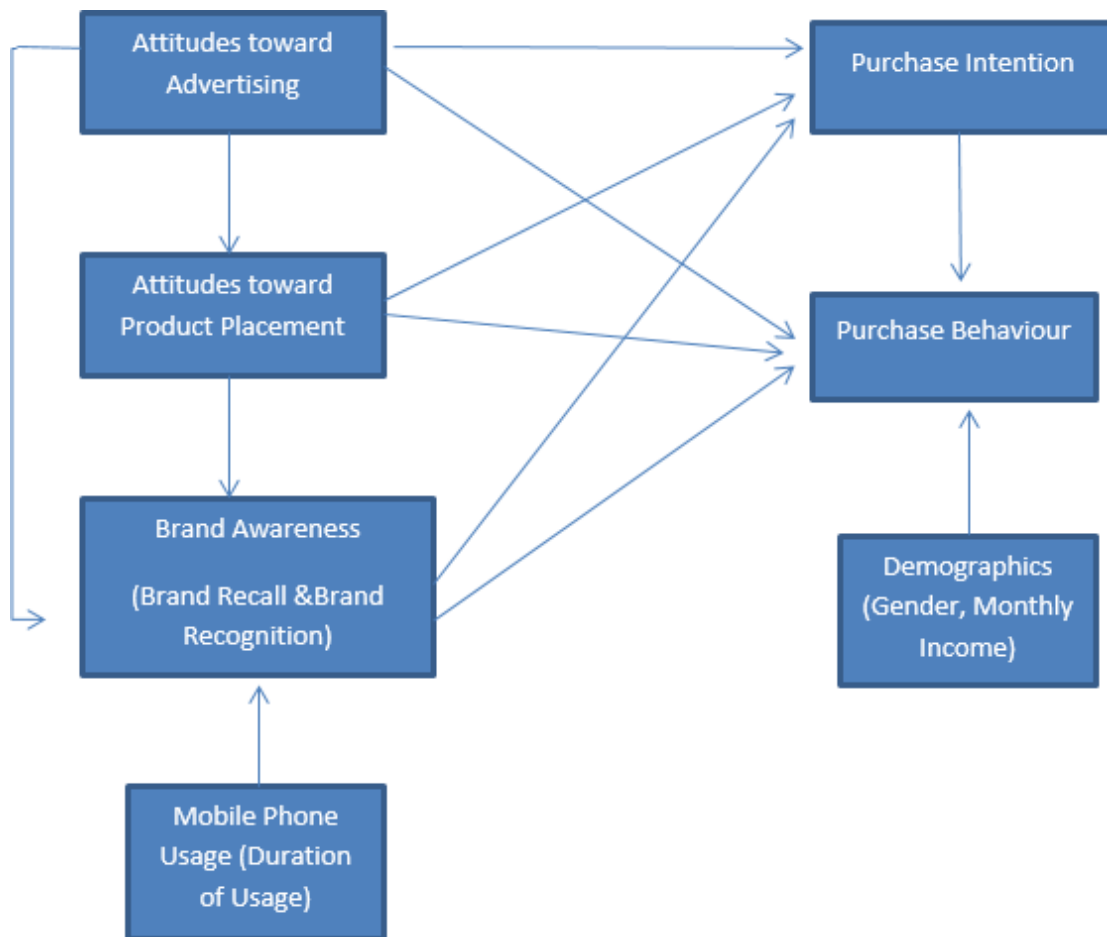
Since this research aims at making generalizations about the effect of mobile phones` placement on Turkish consumer purchase behaviour, the positivist philosophy is followed when possible, which is best to use at random, providing more representative and unbiased samples (Saunders et al., 2012). However, considering challenges that the researcher may encounter with random sampling, non-probability convenience sampling was selected, as it is easy to use and cheaper, although not a representative sampling method (Saunders et al., 2012). Although this decreases the sample`s representativeness, it supports the choice of mix method (i.e. positivism and interpretivism).

Bryman et al. (2011) reported questionnaires as a common quantitative research data collection method. Using quantitative approach, a questionnaire was designed in line with research aims and objectives. Due to the distance between researcher and respondents, and time and cost constraints, the questionnaire was conducted online. Google Forms, a user-friendly website, was selected to create an online questionnaire and 316 respondents were reached.

The biggest Facebook groups in Turkey (i.e. Interrail Turkiye and Yüksek Lisans ve Doktora Yardımlaşma Platformu) were selected for distribution as well as the acquaintances of researcher. However, the first group includes Turkish travelers, while the second includes postgraduate students who may be more open-minded than those living in rural areas without internet access who cannot be reached by an online questionnaire.

### 3.7.1. QUESTIONNAIRE DESIGN

The questionnaire was designed to gather data regarding effects of mobile phones` placement on Turkish customer buying behaviour; hence, the questions should fully cover the problem areas within the topic. Therefore, 38 closed-ended questions were selected to measure overall survey topic. Considering the literature review, research aim, and objectives, the questionnaire was constructed as follows:



**Figure 3.2:** Research Logic

*Source: Created by the Author*

The first page includes a language statement with necessary research information and a definition of product placement, so respondents understand the aim of the research. The following page includes screening questions to disqualify prospective respondents who are ineligible. Table 3.8 shows the questionnaire structure.

**Table 3.8:** Questionnaire Structure

No.	Constructs	Factors	Scale Type	Author
1–4	Screening Questions	1. Age 2. Nationality 3. Movie Watching 4. Placed Mobile Phone Recall	Nominal	Self-Prepared Questions
5–8	Mobile Phone Usage	5. Possession of Mobile Phone 6. Possessed Brand 7. Duration of Usage 8. Activities on Mobile Phone	Nominal	Self-Prepared Questions
9–14	Attitude toward Advertising	9. Reliability of Information 10. Trustfulness 11. Overall Reliability 12. Pleasantness 13. Attitude 14. Appeal	Ordinal/ 5 Point Likert Scale	Sabour et al. (2016)
15–18	Attitude toward Product Placement	15. Legal Considerations (R) 16. Reliability of Information (R) 17. Attitude (R) 18. Preference over TV Ads	Ordinal/ 5 Point Likert Scale	Sabour et al. (2016) (Q15-16-17) Self-Prepared Question (Q18)
19–24	Brand Awareness	19. Recognition among Competing Brands 20. Recall Efficiency 21. Ease of Use Recall 22. Quality Recall 23. Symbol & Logo Recall 24. Recall Difficulty (R)	Ordinal/ 5 Point Likert Scale	Yoo et al. (2001) (Q19-21-22-23-24) Self-Prepared Question (Q20)
25–27	Purchase Intention	25. Intention Possibility 26. Intention Efficiency 27. Intention Possibility(R)	Ordinal/ 5 Point Likert Scale	Hung et al. (2011) (Q26) Self-Prepared Questions (Q25-27)
28–30	Purchase Behaviour	28. Trial 29. Search 30. Product Adoption	Ordinal/ 5 Point Likert Scale	Morton et al. (2002) (Q29-30) Self-Prepared Question (Q30)
31–38	Demographics	32. Gender 32. Age 33. Occupation 34. Education 35. Relationship Status 36. Number of Children 37. Number of People in Household 38. Monthly Income	Nominal	Self-Prepared Questions

(R) refers to reverse-coded questions

Source: Created by the Author

Table 3.9 gives the link between questionnaire, literature, and associated research questions.

**Table 3.9:** Link between Questionnaire and Literature

Research Questions	Connection to the Questionnaire	Connection to the Literature
1-4	Section 3: Attitude toward Advertising	Gupta et al. (2000), Sabour et al. (2016)
5-7	Section 4: Attitude toward Product Placement	Gupta et al. (2000), Cowley et al. (2008), Homer (2009)
8- 9	Section 5: Brand Awareness	Gupta et al. (1998), D’astous et al. (2000), Law et al. (2000), Russel (2002), Balasubramanian et al. (2006), Kureshi et al. (2010), Wilson et al. (2011), Gürses et al. (2014), Chan et al. (2016)
10	Section 6: Purchase Intention	Gupta et al. (2000), Morton et al. (2002), Chan et al. (2016), (Martí-Parreño et al, 2017)
1-12	Section 7: Purchase Behaviour	Gupta et al. (2000), Morton et al. (2002), Jin et al. (2007), Gürses et al. (2014), (Martí-Parreño et al, 2017)

Source: Created by the Author

After designing the questionnaire, a pilot test was made to be sure the questionnaire was clear and changes were made for clarification.

### 3.8. DATA ANALYSIS

The questionnaire consists of seven sections as shown in Table 3.8. After response collection, data analyzing was done using SPSS. Tests like mean and standard deviation for descriptive statistics for frequency checking, and regression and factor analysis for correlation checking were run. Tables and graphs were drawn to present results, which are given with the findings and discussion, in the next chapter.

### 3.9. ETHICS OF RESEARCH

Ethical discussions of research are about the role values play while researching. How participants are treated and what researchers should/should not do is important. A consensus exists that researchers should be sure there is no harm to participants, lack of informed consent,

invasion of privacy, or deception (Bryman et al., 2011). However, there are also controversial ethical concerns. Hence, there is no universal code of ethics; it varies from culture to culture (Vitell et al., 2013). However, Vitell et al.'s (2013) study employed Hofstede's dimensions, which are criticized for ignoring the effects of subcultures, where behaviours can change under different circumstances, and considering the country as a whole, assuming cultural uniformity (Williamson, 2002).

Ethics is highly considered in this research. The online questionnaire consisted of voluntary participation, guaranteeing anonymity and privacy.

### 3.10. CONCLUSION

This dissertation used a mix of paradigms to gain wider insight and reduce drawbacks. It is based on deductive approach since it reviews the existing knowledge via secondary research and drawing conclusions before primary data collection. Descriptive single-cross-sectional and exploratory design are utilized. Quantitative research was conducted via an online questionnaire and statistically analyzing the primary data. Since anonymity and privacy were guaranteed and participation was voluntary, no ethical concerns existed.

# CHAPTER 4: FINDINGS & DISCUSSION

## 4.1. INTRODUCTION

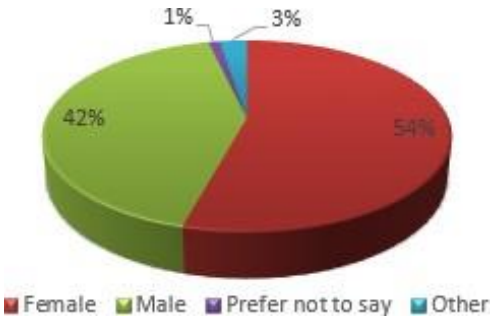
This chapter will present the findings and critically discuss them in light of the literature.

## 4.2. RESPONDENT PROFILE

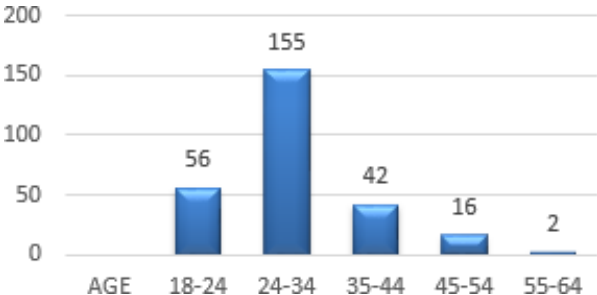
Within one day, 316 responses were collected, and of those, 20, from respondents unable to recall mobile phone placement in recently viewed films, were filtered through screening questions. Hence, 25 responses were deemed invalid as they were inconsistent within their reversely coded questions. In total, 271 valid responses were coded to SPSS for analysis.

Of those 271 responses, 155 respondents were between 25 and 34, accounting for 57.2% of the overall sample. Of those, 54.2% were female. Higher/intermediate managerial, administrative or professional and students predominated the sample, at 25.8% and 24.0%, respectively, which were closely followed by supervisory, clerical, junior administrative, or professional, skilled manual workers (21.8%) as is shown in Graphs 4.1 and 4.2.

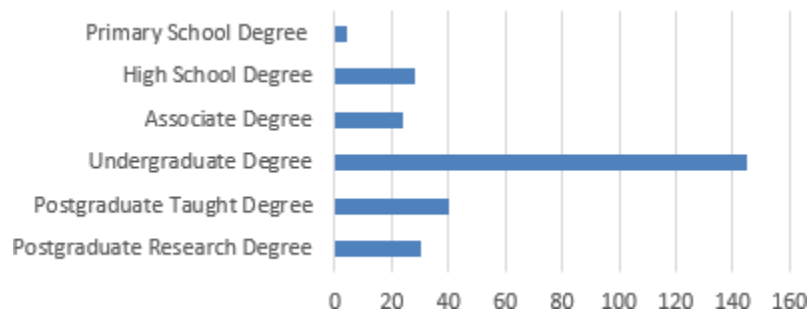
**Graph 4.1: Gender**



**Graph 4.2: Age**



**Graph 4.3: Education**



The majority of respondents (59.8%) declared themselves as single; hence, the sample was predominately childless (74.9%). However, regarding the number of households, most respondents (81.1%) reported living with parents or sharing a flat. A monthly income over 6001 Turkish Lira (£ 1 = 6.4663 Turkish Lira<sup>1</sup>) was reported by 30.3% of respondents. Being young and having a high income level, shown in Graph 4.3 and 4.4 makes the sample an appropriate mobile phone industry target market (Kusku et al., 2015; Armagan et al., 2017).

**Graph 4.4: Occupation**



The frequencies and percentages for each item is given in Table 4.1.

<sup>1</sup> The exchange rate belongs to the date on which the questionnaire was conducted (31.07.2018).  
 Source from: Central Bank of Turkey [Online] Available at:  
<http://www.tcmb.gov.tr/wps/wcm/connect/en/tcmb+en/main+menu/statistics/exchange+rates/indicative+exchange+rates>

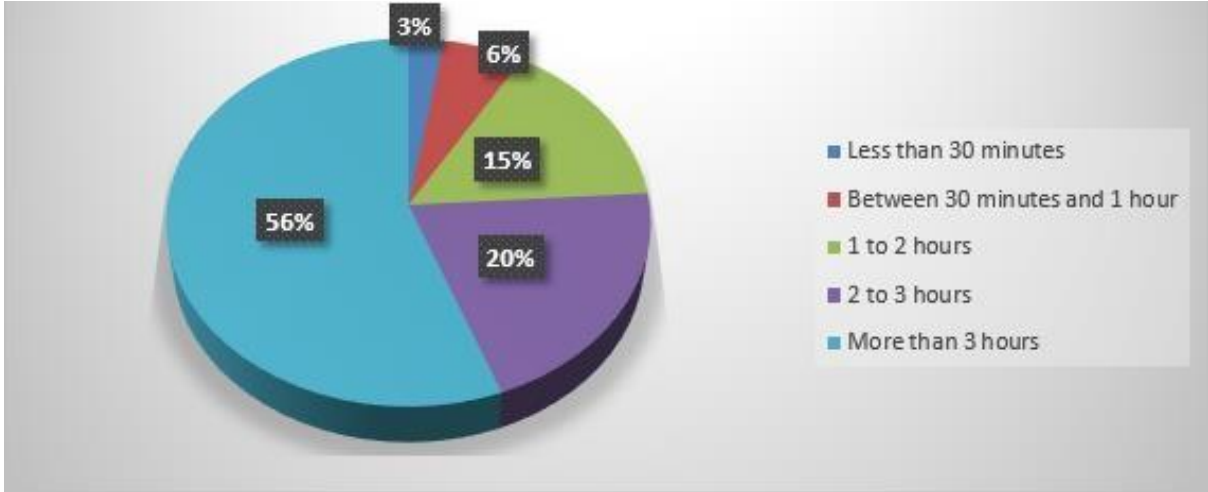
**Table 4.1:** Frequencies and Percentages

<b>Variable</b>	<b>Frequency</b>	<b>Percentage %</b>
<b>Gender</b>		
<i>Female</i>	147	54.2
<i>Male</i>	114	42.1
<i>Prefer not to say</i>	3	1.1
<i>Other</i>	7	2.6
<i>Total</i>	271	100.0
<b>Age</b>		
<i>18-24</i>	56	20.7
<i>25-34</i>	155	57.2
<i>35-44</i>	42	15.5
<i>45-54</i>	16	5.9
<i>55-64</i>	2	0.7
<i>Total</i>	271	100.0
<b>Occupation</b>		
<i>Higher / Intermediate managerial, administrative or professional</i>	70	25.8
<i>Supervisory, clerical, junior administrative or professional, skilled manual workers</i>	59	21.8
<i>Semi-skilled, unskilled or casual workers, pensioners</i>	7	2.6
<i>Self-employed</i>	20	7.4
<i>Retired</i>	3	1.1
<i>Student</i>	65	24.0
<i>Unemployed</i>	16	5.9
<i>Other</i>	31	11.4
<i>Total</i>	271	100.0
<b>Relationship Status</b>		
<i>Married / Living with partner</i>	98	36.2
<i>Separated / Divorced / Widowed</i>	11	4.1
<i>Single</i>	162	59.8
<i>Total</i>	271	100.0
<b>Number of Children</b>		
<i>0</i>	203	74.9
<i>1</i>	21	7.7
<i>2</i>	23	8.5
<i>3</i>	19	7.0
<i>4</i>	4	1.5
<i>5</i>	1	0.4
<i>Total</i>	271	100.0
<b>Number of People in Household</b>		
<i>1</i>	51	18.8
<i>2</i>	58	21.4
<i>3</i>	47	17.3
<i>4</i>	73	26.9
<i>5</i>	35	12.9
<i>Other</i>	7	2.6
<i>Total</i>	271	100.0
<b>Monthly Income</b>		
<i>Under 1200 TL</i>	8	3.0
<i>1201 – 2400 TL</i>	37	13.7
<i>2401 – 3600 TL</i>	44	16.2
<i>3601 – 4800 TL</i>	51	18.8
<i>4801 – 6000 TL</i>	49	18.1
<i>6001 TL or over</i>	82	30.3
<i>Total</i>	271	100.0

4.3. SECTOR ANALYSIS

All respondents reported owning a mobile phone, which lends support to Deloitte`s (2016) research about emerging markets having accelerated growth in the mobile phone sector. Moreover, 56% of respondents reported spending over 3 hours on their phone daily, as seen in Graph 4.5.

Graph 4.5: Duration of Usage



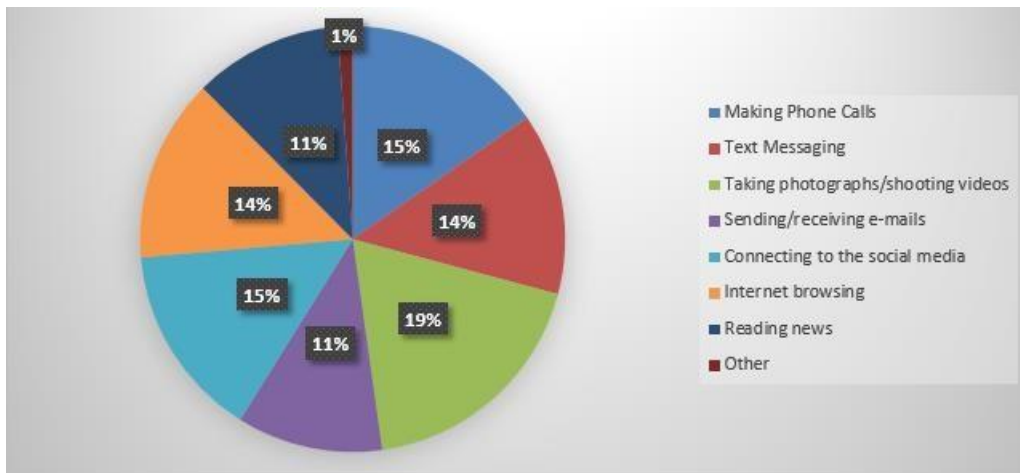
The most preferred phone brand among Turks is Apple (47.6%), with Samsung following far behind (26.6%), as seen in Table 4.2.

Table 4.2: Possessed Brand

Brand Name	Frequency	Percent
Apple	129	47.6
Huawei	15	5.5
Motorola	1	0.4
Nokia	1	0.4
Samsung	72	26.6
Sony	15	5.5
Other	38	14
Total	271	100

In Turkey, the most popular mobile phone activities comprise taking photographs/shooting videos (19%) and reading/watching news (11%), which is contradictory to the text messaging reported by Deloitte (2016). The percentages of activities on mobile phones is given in Graph 4.6.

**Graph 4.6: Activities on Mobile Phone**



#### 4.4. DESCRIPTIVE STATISTICS

The mean can be calculated by dividing the sum of the group values by the number of group values. A high mean indicates the consumer likely agrees more with the scale item. The median is the middle of a set of scores. The mode displays the value occurring most often, while the average of the variations in a set of scores is represented by the standard deviation (Salkind, 2017).

When comparing the means in Table 4.3, we see that respondents' attitudes toward product placement is better than those toward advertising, thus validating the ACE strategies discussed previously in the literature. This low positive attitude means that they usually adopt an avoidance strategy like changing channels (Fransen et al., 2015). Therefore, the result was expected by the researcher as a result of the literature. When asked if product placement should be banned (i.e. legal considerations), we see by the mode that most chose 'strongly agree' (answer 5). However, the question is reversely coded, i.e. they disagree because they favour product placement over traditional advertisements. Hence, when given the statement 'I prefer product placement over traditional TV advertising.', the majority chose this answer.

Respondents reported easily recognizing placed mobile phones among competing brands; hence, they also recalled brands, symbols, logos, and quality. However, the mean for ease of use recall was lower than other items within the construct, indicating an inability to easily recall ease of use.

However, the mean for purchase intention was lower than brand awareness, indicating a problem for marketers, i.e. extensive product placement spending successfully creates brand

awareness but does not always result in purchase intention, the precursor to purchase behaviour. The standard deviation for that construct is not high, indicating little variance among responses.

Purchase behaviour item means were similar to purchase intention, except for actual purchase adoption. Respondents stated their desire to try a particular mobile phone brand and even searched for it, yet only a few adopted the product in the final stage.

**Table 4.3:** Descriptive Statistics

<i>Items</i>	<i>Mean</i>	<i>Median</i>	<i>Mode</i>	<i>Std. Deviation</i>
<b>Attitude toward Advertising (Cronbach's Alpha = 0.884)</b>				
<i>Reliability of Information</i>	2.4465	2.0000	2.00	1.15946
<i>Trustfulness</i>	2.0295	2.0000	2.00	0.98463
<i>Overall Reliability</i>	2.0923	2.0000	2.00	1.01597
<i>Pleasantness</i>	2.7454	3.0000	3.00	1.23743
<i>Attitude</i>	2.5683	3.0000	3.00	1.14905
<i>Appeal</i>	2.6753	3.0000	3.00	1.25819
<i>Overall mean of attitude toward advertising 2.4262</i>				
<b>Attitude toward Product Placement (Cronbach's Alpha = 0,737)</b>				
<i>Legal Considerations (R)</i>	3,6679	4,0000	5,00	1.36912
<i>Reliability of Information (R)</i>	3,4613	4,0000	3,00	1.24624
<i>Attitude (R)</i>	3,7232	4,0000	5,00	1.40929
<i>Preference over TV Ads</i>	3.0443	3.0000	5.00	1.47255
<i>Overall mean of attitude toward product placement 3,6175</i>				
<b>Brand Awareness (Cronbach's Alpha = 0.819)</b>				
<i>Recognition among Competing Brands</i>	3.7860	4.0000	4.00	1.12807
<i>Recall Efficiency</i>	3.4096	4.0000	4.00	1.28745
<i>Ease of Use Recall</i>	2.8708	3.0000	2.00 <sup>a</sup>	1.31724
<i>Quality Recall</i>	3.1070	3.0000	3.00	1.32483
<i>Symbol &amp; Logo Recall</i>	3.6273	4.0000	4.00	1.22226
<i>Recall Difficulty (R)</i>	3.8155	4.0000	4.00	1.18755
<i>Overall mean of brand awareness 3.3601</i>				
<b>Purchase Intention (Cronbach's Alpha = 0.827)</b>				
<i>Intention Possibility</i>	2.4280	2.0000	1.00	1.28286
<i>Intention Efficiency</i>	2.3616	2.0000	1.00	1.30606
<i>Intention Possibility (R)</i>	2.6273	2.0000	1.00	1.51212
<i>Overall mean of purchase intention 2.4723</i>				
<b>Purchase Behaviour (Cronbach's Alpha = 0.903)</b>				
<i>Trial</i>	2.5055	2.0000	1.00	1.39807
<i>Search</i>	2.3432	2.0000	1.00	1.38120
<i>Product Adoption</i>	1.9557	1.0000	1.00	1.29882
<i>Overall mean of purchase behaviour 2.2681</i>				

#### 4.4.1. DISCUSSION OF DESCRIPTIVE STATISTICS

As previously stated, the USA is currently in the lead with product placement expenditures and therefore dominates related research. Since the marketing communication has become available worldwide, an obvious need exists for research regarding the phenomenon in other cultures (Gupta et al., 2000; Sabour et al., 2016). Recently, a cross-national study by Sabour et al. (2016) reported Italians as having the least positive attitude toward advertising compared with Finnish and Americans (2.77). Turks scored even lower (2.42), as seen in Table 4.3. Regarding to product placement Turkish people scored higher (3.36) compared to the attitude toward advertising, that is lower than people from Finland (4.10) and USA (3.95) but slightly higher than Italians (3.38) reported by Sabour et al. (2016). This result is significantly important for companies using product placement to influence consumers and in the motion film industry, because product placement provides more advantages than traditional TV ads, making it more effective in conveying messages to customers (Cowley et al., 2008), especially since Turks view it more favourably than traditional advertising.

Brand awareness studies are mainly experimental, focusing on placement type differences and modality. However, the present research employed an online questionnaire, which is not an appropriate method for measuring placement type and modality; hence, the results are not compared with the literature.

This research revealed low positive results for purchase intention and behaviour, especially for product adoption (the lowest mean), indicating if consumers bought a specific mobile phone after exposure to product placement. Hence, creating high brand awareness does not necessarily result in purchase behaviour, contradicting a study reporting a brand choice shift among Turks due to product placement (Gürses et al., 2014).

#### 4.5. VALIDITY & RELIABILITY ANALYSIS

Reliability tests and factor analyses were jointly conducted to check questionnaire validity.

##### 4.5.1. RELIABILITY ANALYSIS

A reliability assessment was performed for each construct formed by the 5-point likert scale. The measurement tools' internal consistency was determined using Cronbach's alpha. Pallant (2007) argued that Cronbach's alpha coefficients under 0.7 are unacceptable; although 0.7 is acceptable, those above 0.8 are preferred. However, Vaske et al. (2017) argued that Cronbach's alpha coefficients between 0.65 and 0.80 are 'adequate'.

Since Cronbach's alpha was over 0.7 for each of constructs as shown in the Table 4.4 and no problem was detected for any individual item as shown in Table 4.5, this research has no problem with internal consistency.

**Table 4.4:** Reliability Statistics

Scale	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Attitude toward Advertising	0.884	0.885	6
Attitude toward Product Placement	0.737	0.746	4
Brand Awareness	0.819	0.815	6
Purchase Intention	0.827	0.835	3
Purchase Behaviour	0.903	0.903	3

Table 4.5 shows item-total statistics for each construct.

**Table 4.5:** Item-Total Statistics

Constructs	Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
<b>Attitude toward Advertising</b>	Reliability of Information	12.1107	21.217	0.656	0.525	0.871
	Trustfulness	12.5277	22.421	0.662	0.604	0.870
	Overall Reliability	12.4649	22.650	0.608	0.561	0.878
	Pleasantness	11.8118	20.153	0.709	0.693	0.862
	Attitude	11.9889	20.174	0.782	0.724	0.850
	Appeal	11.8819	19.430	0.771	0.769	0.851
<b>Attitude toward Product Placement</b>	Legal Considerations (R)	10.2288	9.096	0.724	0.615	0.559
	Reliability of Information (R)	10.4354	10.410	0.620	0.555	0.631
	Attitude (R)	10.1734	9.722	0.597	0.412	0.637
	Preference over TV Ads	10.8524	12.260	0.245	0.085	0.838
<b>Brand Awareness</b>	Recognition among Competing Brands	16.8303	22.164	0.558	0.390	0.796
	Recall Efficiency	17.2066	19.194	0.755	0.601	0.751
	Ease of Use Recall	17.7454	19.857	0.662	0.645	0.772
	Quality Recall	17.5092	19.466	0.697	0.658	0.764
	Symbol Logo Recall	16.9889	20.730	0.642	0.431	0.778
	Recall Difficulty (R)	16.8007	25.368	0.216	0.109	0.860
<b>Purchase Intention</b>	Intention Possibility	4.9889	6.226	0.733	0.635	0.718
	Intention Efficiency	5.0554	5.971	0.765	0.657	0.683
	Intention Possibility (R)	4.7897	6.004	0.577	0.336	0.884
<b>Purchase Behaviour</b>	Trial	4.2989	6.403	0.788	0.643	0.877
	Search	4.4613	6.153	0.857	0.735	0.816
	Product Adoption	4.8487	6.929	0.778	0.626	0.885

#### 4.5.2. FACTOR ANALYSIS

Factor analysis show which variables correspond with others so they can be categorized together; hence, variables can be reduced into smaller sets, thus saving time and resulting in

easier clarifications (Mooi et al., 2011; Yong et al., 2013). A factor analysis was needed because some of the questions in this research were prepared by the researcher (i.e. self-prepared questions shown in Table 3.8).

Prior to the factor analysis, the Kaiser-Meyer-Olkin (KMO) and Bartlett's tests were used for measuring the relationship power between variables, predicting a necessary sample greater than 0.5 for a sufficient factor analysis. Variables less than 0.5 were excluded from the analysis. Similarly, Bartlett's test values (sig) lower than 0.05 are necessary to reject the null hypothesis, resulting in high correlations (Mooi et al., 2011). Table 4.6 illustrates the test outcomes.

**Table 4.6: KMO and Bartlett's Test**

<i>Constructs</i>	<b>KMO and Bartlett's Test</b>		
<i>Attitude toward Advertising</i>	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.824
	Bartlett's Test of Sphericity	Approx. Chi-Square	1092.813
		df	15
		Sig.	0.000
<i>Attitude toward Product Placement</i>	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.705
	Bartlett's Test of Sphericity	Approx. Chi-Square	368.707
		df	6
		Sig.	0.000
<i>Brand Awareness</i>	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.793
	Bartlett's Test of Sphericity	Approx. Chi-Square	695.883
		df	15
		Sig.	0.000
<i>Purchase Intention</i>	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.670
	Bartlett's Test of Sphericity	Approx. Chi-Square	373.874
		df	3
		Sig.	0.000
<i>Purchase Behaviour</i>	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.731
	Bartlett's Test of Sphericity	Approx. Chi-Square	530.671
		df	3
		Sig.	0.000

The KMO values were higher than 0.5 and the sig values were small (0.000), indicating that an adequate correlation in the datasets existed for the factor analysis.

In factor analysis, the purpose of extraction is removing as much common variance as possible. Extraction column shows the proportion of variance for each variable that can be explained by the factor. The component matrix column results show component loadings, i.e. correlations between variable and component). Items with factor loadings less than 0.3 in component matrix mostly taken out (Yong et al., 2013).

Table 4.7 shows two extracted items (preference over TV ads and recall difficulty) with very low factor loading.

**Table 4.7:** Communalities and Component Matrix

<i>Constructs</i>	<i>Items</i>	<i>Communalities</i>		<i>Component Matrix</i>
		<i>Initial</i>	<i>Extraction</i>	
<i>Attitude toward Advertising</i>	Reliability of Information	1.000	0.590	0.856
	Trustfulness	1.000	0.591	0.850
	Overall Reliability	1.000	0.528	0.805
	Pleasantness	1.000	0.648	0.769
	Attitude	1.000	0.733	0.768
	Appeal	1.000	0.723	0.727
<i>*Attitude toward Product Placement</i>	Legal Considerations (R)	1.000	0.815	0.903
	Reliability of Information (R)	1.000	0.731	0.855
	Attitude (R)	1.000	0.668	0.818
	Preference over TV Ads	1.000	0.158	
<i>*Brand Awareness</i>	Recognition among Competing Brands	1.000	0.498	0.864
	Recall Efficiency	1.000	0.747	0.838
	Ease of Use Recall	1.000	0.659	0.812
	Quality Recall	1.000	0.702	0.759
	Symbol Logo Recall	1.000	0.576	0.705
	Recall Difficulty (R)	1.000	0.093	
<i>Purchase Intention</i>	Intention Possibility	1.000	0.810	0.915
	Intention Efficiency	1.000	0.838	0.900
	Intention Possibility (R)	1.000	0.615	0.784
<i>Purchase Behaviour</i>	Trial	1.000	0.819	0.940
	Search	1.000	0.884	0.905
	Product Adoption	1.000	0.810	0.900

*\*Attitude toward Product Placement and brand awareness have an item that was extracted.*

The following table shows the explanatory power of each item's variance, where five important factors were determined; one for each construct, as separate factor analyses were performed for each. According to the Table 4.8, the item labelled 'trial' (a purchase behaviour construct item) explains 83.771% of the variance, which is the factor (the one explains variance the most), whereas 'search' explains 10.291% and 'product adoption' explains 5.938% of the variance, all of which explains 100%; hence, these items explain the entire construct, while purchase behavior explains 83.771% of the total variance. Moreover, all of the cumulative variances were higher than 50%, as is desired.

**Table 4.8:** Initial Eigenvalues and Extraction Sums of Squared Loadings

Constructs	Items	Total Variance Explained					
		Initial Eigenvalues			Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
<i>Attitude toward Advertising</i>	Reliability of Information	3.814	63.569	63.569	3.814	63.569	63.569
	Trustfulness	0.967	18.707	82.276			
	Overall Reliability	0.413	6.883	89.159			
	Pleasantness	0.273	4.548	93.707			
	Attitude	0.220	3.663	97.370			
	Appeal	0.158	2.630	100.000			
<i>Attitude toward Product Placement</i>	Legal Considerations (R)	2.373	59.324	59.324	2.373	59.324	59.324
	Reliability of Information (R)	0.914	22.845	82.169			
	Attitude (R)	0.460	11.509	93.678			
	Preference over TV Ads	0.253	6.322	100.000			
<i>Brand Awareness</i>	Recognition among Competing Brands	3.274	54.568	54.568	3.274	54.568	54.568
	Recall Efficiency	0.923	17.198	71.766			
	Ease of Use Recall	0.675	11.249	83.015			
	Quality Recall	0.498	8.294	91.309			
	Symbol Logo Recall	0.314	5.233	96.542			
	Recall Difficulty (R)	0.208	3.458	100.000			
<i>Purchase Intention</i>	Intention Possibility	2.263	75.429	75.429	2.263	75.429	75.429
	Intention Efficiency	0.531	17.684	93.113			
	Intention Possibility (R)	0.207	6.887	100.000			
<i>Purchase Behaviour</i>	Trial	2.513	83.771	83.771	2.513	83.771	83.771
	Search	0.309	10.291	94.062			
	Product Adoption	0.178	5.938	100.000			

#### 4.5.3. DISCUSSION OF VALIDITY AND RELIABILITY ANALYSES

'Preference over TV ads' was a self-prepared item added to the scale of Sabour et al. (2016) to learn if respondents preferred product placement over traditional TV advertising. Although adding this question seemed meaningful for comparing consumers' thoughts of product placement versus TV ads, its factor loading was low, meaning it had the lowest relationship with the factor; hence, it was excluded. Results may be due to items in the 'attitude toward product placement' construct having been taken from a previously tested and approved scale; hence, adding another item may not work.

However, 'recall difficulty' asked respondents if they experienced difficulty recalling mobile phone brands after placement exposure in movies, which was prepared by Yoo et al. (2001) in their approved reliable and consistent scale, where items strongly correlated with each other. However, its factor loading was low, so it was excluded. Taylor et al. (2003) reported that the factors' internal reliability may vary among cultures due to translation issues. Herein, responses were collected from Turks, whereas Yoo et al. (2001) studied Americans and Koreans.

After removing 'preference over TV ads' and 'recall difficulty' from the questionnaire, the constructs had adequate internal consistency and items strongly correlated to one another.

#### 4.6. CORRELATION ANALYSIS

Correlation analysis aids in determining the linear relationship's strength and direction between two variables. Correlation coefficients ( $r$ ) are between 0 and 1. Closer to 0, the strength decreases and no relationship exists at 0, while 1 indicates a perfect relationship. Relationship direction is understood by observing positivity or negativity (Bryman et al., 2011).

Correlation analysis results are shown in Table 4.9 and all were significant. As seen in the purchase behaviour column, all constructs were positively correlated towards purchase behaviour. The highest positive correlation existed between purchase intention and behaviour (0.764), indicating if a respondent's purchase intention tended to change due to product placement, and purchase behaviour also tended to change due to product placement or vice versa.

Apart from the highest correlation, moderate positive correlation existed between purchase behaviour and brand awareness (0.599). Another moderate positive correlation was between purchase intention and brand awareness (0.507), according to the rule of thumb in Figure 4.1 by Hinkle et al. (2003).

**Table 4.9:** Correlations

		Attitude Toward Advertising	Attitude Toward Product Placement	Brand Awareness	Purchase Intention	Purchase Behaviour
<b>Attitude Toward Advertising</b>	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	271				
<b>Attitude Toward Product Placement</b>	Pearson Correlation	,222**	1			
	Sig. (2-tailed)	,000				
	N	271	271			
<b>Brand Awareness</b>	Pearson Correlation	,367**	,140*	1		
	Sig. (2-tailed)	,000	,021			
	N	271	271	271		
<b>Purchase Intention</b>	Pearson Correlation	,237**	,302**	,507**	1	
	Sig. (2-tailed)	,000	,000	,000		
	N	271	271	271	271	
<b>Purchase Behaviour</b>	Pearson Correlation	,336**	,202**	,599**	,764**	1
	Sig. (2-tailed)	,000	,001	,000	,000	
	N	271	271	271	271	271
** . Correlation is significant at the 0.01 level (2-tailed).						
* . Correlation is significant at the 0.05 level (2-tailed).						

#### 4.6. ANALYSIS OF THE RESEARCH QUESTIONS

One-way Anova and regression analysis were performed to answer research questions depending on the types of constructs used. If a numerical scale is divided into two or more distinct groups using a descriptive scale with the aim of comparing the means among groups, one-way Anova is suitable (Saunders et al., 2012). Regression is a set of statistical processes used to estimate relationships between two numerical scales that includes various techniques for modeling and analyzing multiple variables, where the focus is relationships between dependent and independent variables (Saunders et al., 2012). Regression and one-way Anova tables can be found in Appendix 1 (Tables 4.10 - 4.22).

## 4.7. DISCUSSION OF RESEARCH QUESTIONS

### 4.7.1 RQ1-RQ4

The literature revealed positive relationships between attitudes toward advertising and product placement (Gupta et al., 2000; Sabour et al., 2016). This study was in agreement with previous studies, yet relationships between those constructs in this research were weak, which may be due to Turks having better attitudes toward product placement than traditional TV ads.

Although attitude toward advertising was evaluated as a proxy to attitude toward product placement (Gupta et al., 2000; Sabour et al., 2016), because brand awareness effect studies regarding product placement are mostly experimental, the literature lacks necessary connections between those constructs (attitude toward advertising and brand awareness), as well as relationships between attitude toward advertisement and purchase intention, and attitude toward advertisement and purchase behaviour in product placement context. However, this research revealed considerable positive relationships between attitudes toward advertising and brand awareness, and those toward advertisement and purchase behaviour with regards to product placement, which means that if Turks have stronger positive attitudes toward advertising, they can easily remember and recall mobile phone placement in movies, which may result in final purchase behaviour. These findings are herein contributed to the literature. However, the relationship between attitude toward advertisement and purchase intention was weaker than the abovementioned constructs, as purchase intention from product placement was not found very effective.

### 4.7.2 RQ5, RQ9 and RQ10

Chan et al. (2016) reported a positive relationship between attitude toward product placement and brand awareness. However, the results of this study indicated a minor positive relationship between those constructs, yet the results indicated that with a positive approach to product placement, consumers easily remember and recall placed mobile phones in movies, validating Chan et al. (2016), who also reported a strong positive relationship between brand awareness and purchase intention and it was also in line with current research. When Turks remember and recall placed mobile phones, it creates the intention to buy those brands. Moreover, the strong positive relationship between brand awareness and purchase behaviour reported by Martí-Parreño et al. (2017) was also validated herein. However, although Turks exhibit a strong positive attitude toward product placement, which appears to create high brand awareness, the

link weakens with regards to the purchase intention and is weakest at the final purchase decision.

#### 4.7.3 RQ6

Gupta et al. (2000) reported a positive relationship between attitude toward product placement and purchase intention; however, that relationship in this research was weak. Hence, the mean of each construct is given in Table 4.3, where the problem begins with purchase intention creation. Although product placement seems successful in creating brand awareness (mean: 3.36), it is less successful than motivating purchase intention (2.47). The decrease is greater for purchase behaviour, a 1.95 for product adaption.

#### 4.7.4 RQ7 – RQ8

Morton et al. (2002) reported a strong positive relationship between attitude toward product placement and purchase behaviour. However, the current research reports a weak positive relationship between them.

This research also analyzed differences between brand awareness and duration of mobile phone usage, assuming that people exhibiting longer mobile phone usage would easily remember and recall mobile phone placement in movies. However, results indicated no differences in Turkish consumer brand awareness in relation to the duration of mobile phone usage.

#### 4.7.6 RQ11

This research examined differences between Turkish monthly incomes and purchase behaviours regarding product placement, and results indicated no differences in Turkish purchase behaviour in relation to monthly income, contradictory to that reported by Belbag et al. (2016), revealing Turks as price-sensitive mobile phone shoppers and value-conscious consumers reported by Kımıloglu et al. (2010), as shown in Table 2.4. This may result from sampling problems in either study. Interpreting the results, regardless of a Turks' monthly income, if product placement was sufficient in convincing Turks of practicality, functionality, design, and safety, as identified by Kımıloglu et al. (2010), they evolve to the sixth stage of customer purchase decision identified by Batra et al. (2016), which is also a conative response (Balasubramanian et al., 2006).

Gupta et al. (2000) conducted a cross-national study also observed a gender effect in the results of from product placement, and reported that males were more affected with regards to purchase intention and behaviour. After running one-way Anova to check differences between gender groups with regards to purchase behaviour, no differences between males and females were

detected. However, gender-sensitive consumers (those not stating a gender and those categorizing themselves as other) differed remarkably from males and females. With regards to means in those groups, gender-sensitive groups seemed more affected by product placement, thus affecting their purchase behaviour. However, it should be noted that only three respondents declined stating their gender and only seven categorized themselves as other, which may not effectively represent gender-sensitive groups in Turkey.

#### 4.7.7 RQ12

The literature revealed a positive relationship between purchase intention and behaviour (Gupta et al., 2000; Morton et al., 2002). This research is in agreement with previous studies, with a strong positive relationship between Turkish consumer purchase intention and behaviour regarding product placement.

### 4.8. CONCLUSION

In light of the findings and discussions, the answers to the research questions are shown below:

**Table 4.23:** Answers of Research Questions

No.	Research Question	Result
1	Does the attitude of Turkish people toward advertising influence their attitudes toward product placement?	YES
2	Does the attitude of Turkish people toward advertising have an impact on the brand awareness effect of product placement?	YES
3	Does the attitude of Turkish people toward advertising affect product placement to motive purchase intention?	YES
4	Does the attitude of Turkish people toward advertising affect product placement to motive purchase behaviour?	YES
5	Does the attitude of Turkish people toward product placement influence the brand awareness effect of product placement?	YES
6	Does the attitude of Turkish people toward product placement have an impact on product placement to motive purchase intention?	YES
7	Does the attitude of Turkish people toward product placement have an impact on product placement to motive purchase behaviour?	YES
8	Does the mobile phone usage (i.e. duration of usage) have an impact on product placement's ability to create brand awareness?	NO
9	Does the brand awareness created by product placement motive purchase intention?	YES
10	Does the brand awareness created by product placement motive purchase behaviour?	YES
11	Does the demographics (i.e. gender and monthly income) have an impact on product placement's ability to motive purchase behaviour?	Gender: YES Monthly Income:No
12	Does the purchase intention motivated by product placement lead to purchase behaviour?	YES

*Source: Created by the Author*

## 5. CHAPTER 5: CONCLUSION

### 5.1. INTRODUCTION

In this chapter, the general research conclusion and managerial implications are outlined. The research limitations will also be outlined with future research opportunities and recommendations.

### 5.2. OVERALL CONCLUSION OF THE RESEARCH

Marketers are increasingly focusing on product placement and the mobile phone sector is growing quickly due to the increasing demand from emerging markets. This research aimed to examine the effects of mobile phones' placement in movies on customers' purchase behaviour with a particular view of Turkish society. The research was conducted via questionnaires, response analyzation, and result comparisons with the existing literature. Past literature was reviewed with regards to how product placement emerged, the position it holds among other marketing communication platforms, types of product placement, and its effectiveness was measured and clarified. Moreover, both the global mobile phone sector and that in Turkey were studied. Literature review revealed that product placement comes under the marketing communication, particularly under advertising, and emerged to fight against consumer avoidance strategies like zapping channels. Mobile phone sector grows fastly and Turkish mobile phone sector even grows faster. Following data analyzation, conclusions were drawn.

Since few studies outside of the USA were performed regarding product placement, a need exists to uncover views from different cultures, as stated by Gupta et al. (2000). As mobile phone companies focus on emerging markets to increase their market share, this research contributes to the literature by providing a Turkish viewpoint, as an emerging economy, about product placement in mobile phone sector. Hence, effects of attitude toward advertising has not been sufficiently studied regarding brand awareness, and purchase intention and behaviour in product placement context. A strong positive relationship revealed by this research between attitude toward advertising and brand awareness, and attitude toward advertising and purchase behaviour. This research comprises a literature contribution by focusing attention on those effects through alternative thinking.

The data analysis revealed that Turks exhibit low positive attitudes toward advertising but high positive attitudes toward product placement. The relationship between them is weak yet positive.

A weak positive relationship between attitude toward product placement and brand awareness was revealed, yet brand awareness had a strong positive relationship with purchase intention and purchase behaviour. Moreover, purchase intention and purchase behaviour also has a strong positive relationship between each other.

A remarkable result included Turks exhibiting a strong positive attitude toward product placement that seems to create high brand awareness, although the link seems to weaken with regards to purchase intention, and is weakest at the final purchase decision.

Data analysis also indicated that gender-sensitive groups (those not stating a gender and those categorizing themselves as other) differed remarkably from males and females regarding purchase behaviour, with no significant differences between males and females. Gender-sensitive groups may be more effected by product placement, resulting in purchase behaviour. However, the sample was small.

On the other hand, results indicate no differences in Turkish purchase behaviour in relation to monthly income, i.e. Turks are not price sensitive in the mobile phone sector; if they like a brand and are convinced by product placement, they simply go and buy it.

### 5.3. MANAGERIAL IMPLICATIONS

The current study offers valuable insight for mobile phone company and motion film industry managers to assist in developing effective strategies.

The choice of mobile phone company managers to focus on the Turkish market is validated herein. Of 271 respondents, none reported not owning/using mobile phones, which supports the concept of emerging markets' accelerated growth in the mobile phone sector via broad potential in the Turkish market, despite its political instability. The results also revealed that Turks are not price sensitive about mobile phones; thus, their purchase behaviour can easily be influenced by marketing activities, product placement in particular. Moreover, the results show that Turks prefer product placement over TV ads, which helps create brand awareness among them. The problem arises when converting brand awareness into purchase intention, and is most difficult at the product adaption phase. Managers should choose better movies to place their mobile phones, and perhaps use more popular celebrities. Winning combination suggested by Wilson et al. (2011) might be helpful if they place mobile phones by using visual-only or audio-only placements until now. Because there seems a difficulty if high and positive attitudes toward product placement successfully create brand awareness, but fail to result in purchase intention

and influence Turks toward the final purchase behaviour. Moreover, Fransen et al. (2015) reported that when advertisement techniques merely create brand awareness, price wars among companies often result.

On motion film industry perspective, managers must carefully choose how many products they place in a movie. Turks have a high positive attitude toward product placement, which may be misinterpreted as freedom to place as many products as desired. Although product placement successfully decreases the film production costs, it may diminish box-office revenue if it results an irritation among picturegoers. The optimal amount of product placement must be ensured to source production costs without distracting or irritating customers.

#### 5.4. LIMITATIONS

There are certain limitations of this research as every academic piece of work has.

The most significant limitation of this research was sample size of 271, which is too small for making generalizations. Hence, the sample was unevenly distributed, i.e. the sample was higher educated than the Turkish average reported by OECD (2016), and it consisted mainly of males and females, with gender-sensitive groups as a minority. As well, the majority were between 24 and 34 years old, while those between 45 and 55 were the minority.

Another limitation was the research design and method. Product placement is highly visual topic; thus, an experimental research design could be employed for measuring brand awareness effects for each product placement type. Moreover, a single cross-sectional design provides actual numbers to the researcher, i.e. attitudes toward advertising and product placement, but allows insufficient data for analyzing why Turks have low positive attitudes toward advertising. However, the research design and method employed eased the research process within the given time constraints. The experimental design was not actually suitable considering the geographical distance between the research and researcher.

#### 5.5. FUTURE RESEARCH OPPORTUNITIES AND RECOMMENDATIONS

Product placement is increasingly gaining popularity and a need exists for more research. This research raised several questions in need of further investigation; hence, some recommendations are suggested.

Researchers considering similar studies must employ a larger and more heterogeneous sample, with a sufficiently linear age distribution or specific age group. The sample should comprise

different social/economic levels, or a wide range of social/economic backgrounds, which would significantly contribute accurate results to the literature about the phenomenon. Furthermore, the same research must be conducted employing an experimental research design to measure brand awareness effect for each product placement type.

This research clarifies the Turkish viewpoint toward product placement. However, similar research must be conducted in another national context to better understand the effects of culture or even religion on product placement effects.

A considerable positive relationship between attitude toward advertising and brand awareness and attitude toward advertisement and purchase behaviour was also found for product placement. As little research exists about attitudes toward advertising effects on those constructs in product placement context, further research comprising a more representative sample is required for drawing more accurate conclusions.

Interestingly, the gender-sensitive group was more affected by product placement, leading to purchase behaviour, yet the sample only included 10 gender-sensitive individuals, which is insufficient. The same research should be conducted with a larger sample to make generalizations about product placement effects on gender-sensitive Turks to reach better understanding to deduce managerial implications, like analyzing the gender-sensitive Turks and their interests, and directing product placement spending to films they are likely to watch to increase effectiveness.

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**Table 2.2: ACE Strategies and Marketing Tactics**

<b>Consumer Resistance Strategies</b>	<b>Resistance – Neutralizing Persuasion Tactics</b>
<b>Avoidance</b>	
➤ <b>Physical</b>	➤ <b>Forced Exposure</b>
➤ <b>Mechanical</b>	➤ <b>Branded Content</b>
➤ <b>Cognitive</b>	➤ <b>Viral &amp; Word-of Mouth Marketing</b>
<b>Contesting</b>	
➤ <b>Content</b>	➤ <b>Two-Sided Advertising</b>
➤ <b>Source</b>	➤ <b>Cognitive Depletion</b>
➤ <b>Persuasive Tactics</b>	➤ <b>Distraction</b>
	➤ <b>Safety Cues</b>
<b>Empowering</b>	
➤ <b>Attitude Bolstering</b>	➤ <b>Self-Affirmation</b>
➤ <b>Social Validation</b>	➤ <b>Freedom</b>
➤ <b>Self Assertion</b>	

Adapted from: Fransen, M. L., Verlegh, P. W., Kirmani, A., Smit, E. G. (2015). A Typology of Consumer Strategies for Resisting Advertising, and a Review of Mechanisms for Countering Them. *International Journal of Advertising*.





**Table 2.4:** Turkish Mobile Phone Market Segmentation - Behavioural Characteristics

<b>Pragmatic Consumers</b>	Known as a ‘down-to earth’ group due to the importance they place on usage considerations and practicality instead of imagery or technical superiority.
<b>Abstemious Consumers</b>	They adopt a ‘minimalistic approach’ and attach a great deal of importance to the functionality and design of the product while they remain indifferent to various other attributes and feel that image factors and social desirability are insignificant.
<b>Value-Conscious Consumers</b>	They consider price and payment options to be most important, yet functionality, practicality, safety are also of value. They have a negative attitude towards social and technological attributes, which might indicate that they hold a belief that investing in areas like this is directly correlated with increased purchase costs.
<b>Charismatic Consumers</b>	They consider mostly all attributes to be important, but at varying degrees. For example, their unmistakable ‘want-it-all’ manner means they focus less on price than on other areas. They appear to be influenced most by practicality, functionality, and safety.

Adapted from: Kimiloglu, H., Aslihan Nasir, V., Nasir, S. (2010). Discovering Behavioural Segments in the Mobile Phone Market. Journal of Consumer Marketing. Emeraldinsight.



**Table 3.3:** Assumptions of Two Main Paradigms

<b>Philosophical Assumption</b>	<b>Positivism</b>	<b>Interpretism</b>
<b>Ontological Assumption</b>	Only one reality exists; external and objective.	Multiple realities exist; socially constructed and subjective.
<b>Epistemological Assumption</b>	Researchers maintain distance from the phenomena being studied. Knowledge is derived from objective evidence about phenomena that is both observable and measurable.	Researchers maintain interaction with the phenomena being studied. Knowledge is derived from the participants' subjective evidence.
<b>Axiological Assumption</b>	Results are value-free and unbiased. Researchers remain independent from the phenomena being studied.	Findings are value-laden and biased. Researchers acknowledge the subjectiveness of the research.
<b>Rhetorical Assumption</b>	Passive voice, set definitions, and accepted quantitative words are used by the researcher.	Personal voice, limited a priori definitions, and accepted qualitative terms are used by the researcher.
<b>Methodological Assumption</b>	Researchers study cause and effect, and utilize a deductive approach and a static design, where categories are identified beforehand. Generalizations result in predictions, explanations, and understanding. Results are reliable and accurate due to their reliability and validity.	Researchers study the topic within context and utilize an inductive approach and emerging design, where categories are identified within the process. Patterns and theories are developed to enable understanding. Findings are reliable and accurate via verification.

Adapted from: Collis, J., Hussey, R. (2014). Business Research: A Practical Guide for Undergraduate and Postgraduate Students. 4<sup>th</sup> Edition. Palgrave Macmillan Higher Education.

**Table 3.4:** Criticism of Paradigms

Positivism	Interpretivism
The world is thought as a laboratory. Researchers strive to reach scientific results that are very clinical and matter of fact which could be really hard in social sciences.	It could be really challenging or even impossible in some cases for interpretivist researchers to adopt empathetic stance which is crucial for the paradigm.

Adapted from: Ticehurst, G. W., Veal, A. J. (2000). Business Research Methods: A Managerial Approach. Frenchs Forest, N.S.W: Longman.

Saunders, M., Lewis, P., Thornhill, A. (2012). Research Methods for Business Students 6<sup>th</sup> Edition. Harlow, Essex: Pearson

**Table 3.5:** Comparison of Deductive and Inductive Approach

	Deductive Approach	Inductive Approach
<b>Logic</b>	With deductive inference, conclusions must be true when premises are true	With inductive inference, untested conclusions are generated by known premises
<b>Generalizability</b>	General to specific	Specific to general
<b>Use of Data</b>	Hypotheses or propositions related to existing theories are evaluated via data collection	Data collection leads to explore the phenomenons, identify patterns/themes and create frameworks
<b>Theory</b>	To verify or falsify of the theories	To generate or build theories

Adapted from: Saunders, M., Lewis, P., Thornhill, A. (2012). Research Methods for Business Students 6<sup>th</sup> Edition. Harlow, Essex: Pearson

**Table 3.6:** Contrasts Between Qualitative and Quantitative Research

<b>Quantitative Research</b>	<b>Qualitative Research</b>
Researchers are obsessed with applying measurement procedures to social life.	Researchers use words (or visual data) when presenting analyses of society.
Researchers provide the structure through the set of concerns they bring to an investigation.	Viewpoint is provided by the participants.
Researchers are not involved with subjects and sometimes have no contact at all, feeling that their objectivity may be compromised by involvement with participants.	Researchers are closely involved to gain better understanding of the subject.
Researchers bring concepts to use while the research instruments are employed; hence, theoretical work precedes data collection.	Concepts and theoretical elaboration are the result of data collection.
Research presents a steady image of social reality with focus on the relationship between variables.	Research adjusts to events unfolding over time and interconnections between participant actions in social settings.
Highly structured research; researchers can examine precise concepts.	Invariably unstructured research; increased chance of understanding actors' meanings or of concepts emerging from data collection.
Researchers aim for findings to be generalized by the relevant population.	Researchers seek to understand behaviours, beliefs, values, etc., with regards to the context of the research.
Data are depicted as hard, robust, and unambiguous, due to the accuracy provided by the measurements.	Researchers produce rich data via a contextual approach and extended involvement.
Researchers help uncover large-scale social trends and connections among variables.	Researchers are interested in small-scale factors in social reality.
Researchers are concerned about people's behaviours.	The concern is on the meaning of the actions.
Research takes place under unnatural conditions.	Researchers investigate people under natural environmental conditions.

Adapted from: Bryman, A., Bell, E. (2011). Business Research Methods. 3<sup>rd</sup> Edition. Oxford University Press.

**Table 3.7:** Similarities Between Qualitative and Quantitative Research

Both researches gather and a great deal of data then start shaping it until the data becomes more meaningful.
The aim of both researches is to answer research questions.
Both researches strive to relate the data analyzed to that in the literature.
Both researches try to find variations and present those that are revealed.
Both researches view frequency as a catalyst for analysis.
Both researches aim at ensuring that there is no intentional exaggeration.
Both researches argue the significance of transparency.
Both researches aim at addressing the question of error.
Both researches aim at ensuring the research method suits the research questions.

Adapted from: Bryman, A., Bell, E. (2011). Business Research Methods. 3<sup>rd</sup> Edition. Oxford University Press.













**Table 4.16:** Regression between Attitude toward Product Placement and Purchase Behaviour

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,202 <sup>a</sup>	0.041	0.037	1.22109
a. Predictors: (Constant), Attitude toward product placement				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.977	1	16.977	11.386	,001 <sup>b</sup>
	Residual	401.093	269	1.491		
	Total	418.071	270			
a. Dependent Variable: Purchase behaviour						
b. Predictors: (Constant), Attitude toward product placement						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.491	0.242		6.161	0.000
	Attitude toward product placement	0.215	0.064	0.202	3.374	0.001
a. Dependent Variable: Purchase behaviour						

Table 4.16 shows that the predictor, attitude toward product placement, explains the dependent variable, purchase behaviour, by 4,1 percent. Since p-value is smaller than 0.05, an equation can be mentioned. Data in Table 4.16 guides to write such an equation:

$$Y = 1.491 + 0.215 X$$







**Table 4.21:** One-way Anova between Monthly Income and Purchase Behaviour

<i>Test of Homogeneity of Variances</i>			
<i>Purchase behaviour</i>			
<i>Levene Statistic</i>	<i>df1</i>	<i>df2</i>	<i>Sig.</i>
2.192	5	265	0.055

<i>ANOVA</i>					
<i>Purchase behaviour</i>					
	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
<i>Between Groups</i>	6.678	5	1.336	0.860	0.508
<i>Within Groups</i>	411.392	265	1.552		
<i>Total</i>	418.071	270			

Table 4.21 shows that the variances are not homogeneous since p-value is greater than 0.05. However, p-value in anova table is greater than 0.05 which shows that there is no difference between groups. It basically means that there is no difference in Turkish people's purchase behaviour in relation with their monthly income. That is why, tests such as Tukey, Scheffe and Tamhane were not run.

**Table 4.22:** Regression between Purchase Intention and Purchase Behaviour

<b>Model Summary</b>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	,764 <sup>a</sup>	0.584	0.582	0.80406		
a. Predictors: (Constant), Purchase intention						
<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	244.160	1	244.160	377.658	,000 <sup>b</sup>
	Residual	173.911	269	0.647		
	Total	418.071	270			
a. Dependent Variable: Purchase behaviour						
b. Predictors: (Constant), Purchase intention						
<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	0.278	0.113		2.452	0.015
	Purchase intention	0.805	0.041	0.764	19.433	0.000
a. Dependent Variable: Purchase behaviour						

Table 4.22 shows that predictor, purchase intention, explains the dependent variable, purchase behaviour, by 58,4 percent. Since p-value is smaller than 0.05, an equation can be mentioned. Data in Table 4.22 guides to write such an equation:

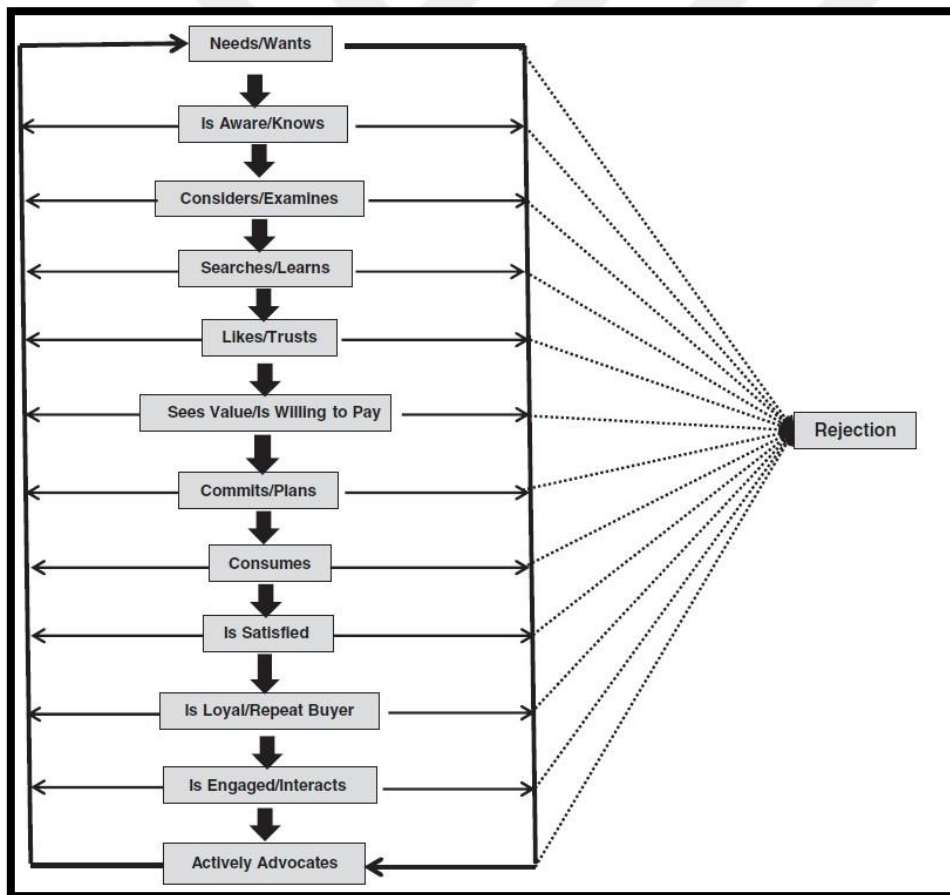
$$Y = 0.278 + 0.805 X$$



Figure 2.3: Five Forces for Turkish Mobile Phones Market



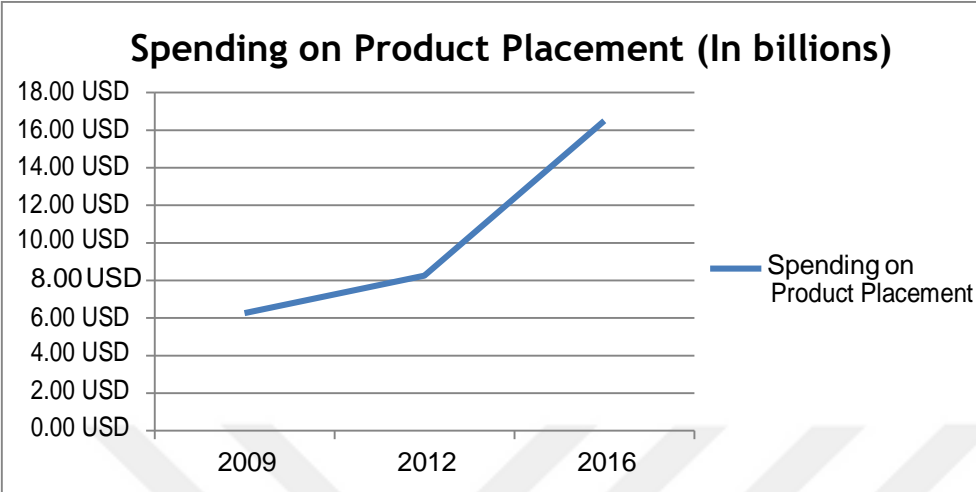
Figure 2.4: A Dynamic, Expanded Consumer Decision Journey





APPENDIX 3: GRAPHS

Graph 1.1: Spending on Product Placement



APPENDIX 4: QUESTIONNAIRES  
QUESTIONNAIRE – ENGLISH VERSION



Adam Smith  
Business School

**THE EFFECT OF MOBILE PHONES' PLACEMENT IN MOVIES ON PURCHASE BEHAVIOUR: A STUDY OF TURKISH CUSTOMERS**

This questionnaire is aimed at collecting data on the effect of mobile phones' placement in movies, paid inclusion of branded products within movies, on purchase behaviour among Turkish customers as a part of a research study at the Adam Smith Business School, University of Glasgow, the United Kingdom.

This questionnaire should require 10 to 15 minutes to complete. Confidentiality and anonymity will be maintained. Any information provided by you is only for academic use: Your data will not be provided to any 3rd parties. Your participation is entirely voluntary: You have the right to withdraw without providing any reasons. In the event of a participant's withdrawal, the existing data provided by that individual will be removed by the researcher. In case you need any further information, please contact Reha GÜL at 2341294G@student.gla.ac.uk or on 07466418213.

If you have any concerns regarding the conduct of this research project, you can contact the Adam Smith Business School Ethics Officer Mr Anthony Gloyne at Anthony.Gloyne@glasgow.ac.uk

- I read and understand the information provided above.
- I hereby agree taking part in this research as a respondent.

Your support and co-operation is much appreciated.

Kind Regards,

Reha GÜL









14- I find advertising in general to be interesting.

1      2      3      4      5

SECTION 4 – Attitude toward Product Placement

Indicate on scale from 1 (strongly disagree) - 5 (strongly agree), to what extent do you agree with the following statements related with the attitude toward product placement.

15- Product placement in movies should be completely banned.

1      2      3      4      5

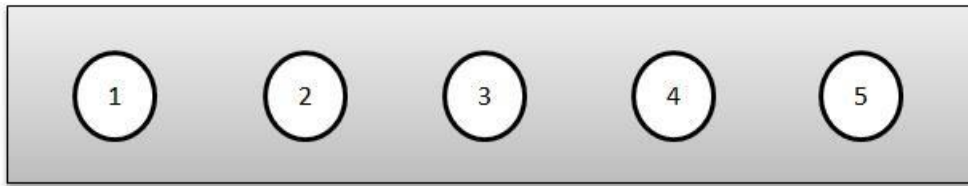
16- Product placement conveys suspicious information to consumers.

1      2      3      4      5

17- I will not watch a movie if I know beforehand that brands are placed prominently in it for commercial purposes.

1      2      3      4      5

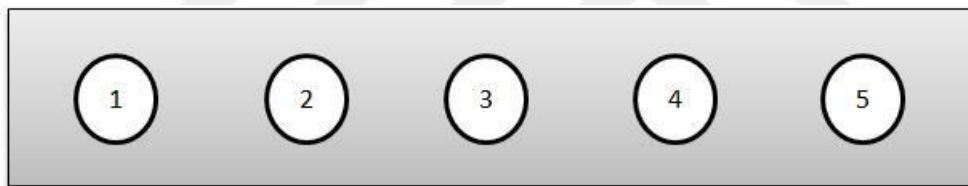
18- I prefer product placement over traditional TV advertising.



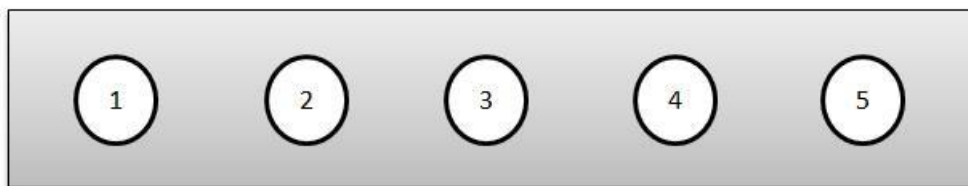
SECTION 5 – Brand Awareness (Brand Recognition & Brand Recall)

Indicate on scale from 1 (strongly disagree) - 5 (strongly agree), to what extent do you agree with the following statements related to brand awareness.

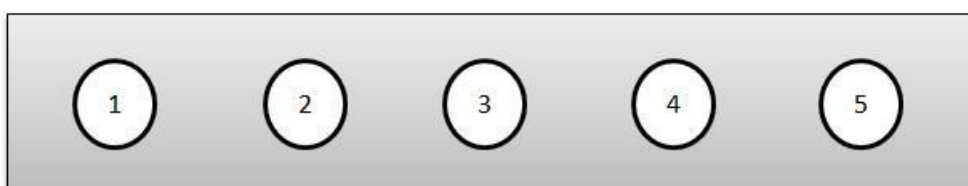
19- I can recognize mobile phone brands that are placed in movies among other competing brands.



20- When I think of mobile phones, I can easily recall a mobile phone brand that is placed in movies.



21- If I see a placed mobile phone brand in movies ease of use of that brand comes to my mind.



22- If I see a placed mobile phone brand in movies, quality of that brand comes to my mind.

A horizontal scale with five circular markers labeled 1 to 5, set against a light gray gradient background.

23- I can quickly recall the symbols or logos of mobile phone brands in movies.

A horizontal scale with five circular markers labeled 1 to 5, set against a light gray gradient background.

24- I have difficulty to recall mobile phone brands after seeing them placed in movies.

A horizontal scale with five circular markers labeled 1 to 5, set against a light gray gradient background.

---

SECTION 6 – Purchase Intention

Indicate on scale from 1 (strongly disagree) - 5 (strongly agree), to what extent do you agree with the following statements related with the purchase intention.

25- I might consider purchasing a mobile phone brand after seeing it placed in movies.

A horizontal scale with five circular markers labeled 1 to 5, set against a light gray gradient background.





33- Please choose your occupation category:

- Higher / Intermediate managerial, administrative or professional
- Supervisory, clerical, junior administrative or professional, skilled manual workers
- Semi-skilled, unskilled or casual workers, pensioners
- Self-employed
- Retired
- Student
- Unemployed
- Other: (Please Specify): ....

34- What is the highest educational qualification that you have completed so far?

- Postgraduate Research Degree
- Postgraduate Taught Degree
- Undergraduate Degree
- Associate Degree
- High School Degree
- Primary School Degree
- Other: (Please Specify): ....

35- Which of the following best describes your current relationship status?

Married / Living with partner

Separated / Divorced / Widowed

Single

36- How many children do you have?

0

3

1

4

2

5

Other: (Please Specify): ....

37- Including yourself, how many people are in your household?

1

2

3

4

5

Other: (Please Specify): ...

38- What is your household's monthly income?

Under 1200 TL

1201 – 2400 TL

2401 – 3600 TL

3601 – 4800 TL

4801 – 6000 TL

6001 TL or over

Thank you for your cooperation!



## BÖLÜM 1 - Araştırmaya Uygunluk Kriterleri

1- 18 yaşında veya 18 yaşından büyük müsünüz?

Evet

Hayır: Üzgünüz fakat 18 yaşından küçükseniz, bu anketi yanıtalamanız uygun değildir.

Zamanınız ve anketi tamamlamak adına gösterdiğiniz gönüllük için teşekkürler.

2- Türk vatandaşı mısınız?

Evet

Hayır: Üzgünüz fakat Türk vatandaşı değilseniz, bu anketi yanıtalamanız uygun değildir.

Zamanınız ve anketi tamamlamak adına gösterdiğiniz gönüllük için teşekkürler.

3- Geçtiğimiz ay içerisinde film izlediniz mi?

Evet

Hayır: Üzgünüz fakat geçtiğimiz ay film izlemediyseniz, bu anketi yanıtalamanız uygun değildir. Zamanınız ve anketi tamamlamak adına gösterdiğiniz gönüllülük için teşekkürler.



4- Son zamanlarda izlediğiniz filmde herhangi bir cep telefonu yerleşmesi hatırlayabilir misiniz?

Evet

Hayır: Üzgünüz fakat son zamanlarda izlediğiniz filmde herhangi bir cep telefonu yerleşmesi hatırlamıyorsanız, bu anketi yanıtlamanız uygun değildir. Zamanınız ve anketi tamamlamak adına gösterdiğiniz gönüllülük için teşekkürler.

## BÖLÜM 2 - Cep Telefonu Kullanımı

5- Cep telefonu kullanıyor musunuz?

Evet

Hayır

6- Hangi cep telefonu markasını kullanıyorsunuz?

Apple

Nokia

Blackberry

Samsung

Huawei

Sony

Motorola

Diğer: (Lütfen Belirtiniz): ....





### BÖLÜM 3- Reklama Karşı Tutum

Reklamlara karşı tutumunuzu en iyi ifade etmek için aşağıdaki ifadeler arasından 1'den (kesinlikle katılmıyorum) 5'e (kesinlikle katılıyorum) bir seçim yapın.

- 9- Reklamlar, ürünlerin kalitesi ve performansı konusunda güvenilir bir bilgi kaynağıdır.

1 2 3 4 5

- 10- Reklamlar genelde dürüsttür.

1 2 3 4 5

- 11- Genel olarak, reklamlar ürünlerin gerçekçi hallerini gösteren bir portre gibidir.

1 2 3 4 5



12- Reklamları genel olarak keyifli buluyorum.

13- Genel olarak, reklamlara karşı tutumum olumludur.

14- Genel olarak, reklamları ilgi çekici buluyorum.

---

#### BÖLÜM 4- Ürün Yerleştirmeye Karşı Tutum

Ürün yerleştirme, markaları ticari nedenlerle filmlere yerleştiren bir reklamcılık tekniğidir. Aşağıdaki resimlerde Coca Cola, Iphone, Yamaha ve Converse markalarının How to Lose Friends & Alienate People (2008), Midnight Sun (2008) ve Back to the Future (1985) isimli filmlerdeki ürün yerleştirme örneklerini görebilirsiniz.





Source: (Sergey, 2018)

Ürün yerleştirmeye karşı tutumunuzu en iyi ifade etmek için aşağıdaki ifadeler arasından 1’den (kesinlikle katılmıyorum) 5’e (kesinlikle katılıyorum) bir seçim yapın.

15- Filmlerdeki ürün yerleştirme kesinlikle yasaklanmalıdır.

1	2	3	4	5
---	---	---	---	---

16- Ürün yerleştirme tüketicilere hatalı bilgi verir.

1	2	3	4	5
---	---	---	---	---



- 17- Ticari amaçlar ile marka yerleştirildiğini önceden bildiğim bir filmi izlemeyi tercih etmem.

1 2 3 4 5

- 18- Sıradan televizyon reklamlarındansa filmlerde ürün yerleştirmeyi görmeyi tercih ederim.

1 2 3 4 5

---

#### BÖLÜM 5 - Marka Farkındalığı (Marka Tanınırlığı & Marka Hatırlanırılığı)

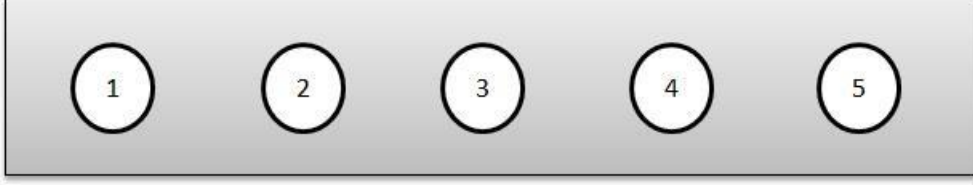
Marka farkındalığı ve ürün yerleştirme arasındaki ilişkiyi ifade etmek için aşağıdaki ifadeler arasından 1'den (kesinlikle katılmıyorum) 5'e (kesinlikle katılıyorum) bir seçim yapın.

- 19- Filmlere yerleştirilmiş olan cep telefonu markalarını diğer rekabetçi markalar arasından tanıyabilirim.

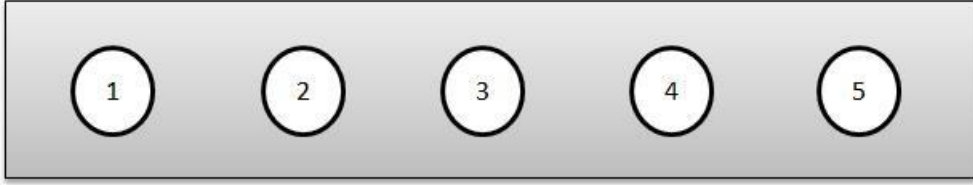
1 2 3 4 5



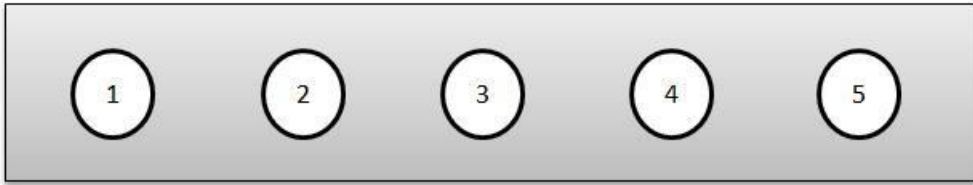
20- Cep telefonlarını düşündüğümde, filmlere yerleştirilmiş olan bir cep telefonu markası kolaylıkla hatırlarım.



21- Filmlere yerleştirilmiş bir cep telefonu markası gördüğümde, o markanın kullanım rahatlığı aklıma gelir.



22- Filmlere yerleştirilmiş bir cep telefonu markası gördüğümde, o markanın kalitesi aklıma gelir.



23- Filmlerdeki cep telefonu sembollerini ya da logolarını hızlı şekilde hatırlayabilirim.

1	2	3	4	5
---	---	---	---	---

24- Filmlere yerleştirildiklerini gördükten sonra cep telefonu markalarını hatırlamakta zorluk yaşarım.

1	2	3	4	5
---	---	---	---	---

#### BÖLÜM 6- Satın Alma Niyeti

Satın alma niyeti ve ürün yerleştirme arasındaki ilişkiyi ifade etmek için aşağıdaki ifadeler arasından 1'den (kesinlikle katılmıyorum) 5'e (kesinlikle katılıyorum) bir seçim yapın.

25- Bir cep telefonu markasını, izlediğim filmde gördükten sonra satın almayı düşünebilirim.

1	2	3	4	5
---	---	---	---	---



- 26- Yeni bir telefon satın alacağım sırada rekabetçi markaların yerine filmlerde gördüğüm cep telefonunu markalarını satın almam daha olasıdır.

1	2	3	4	5
---	---	---	---	---

- 27- Filmlerde cep telefonu markası görmemin, benim o markayı satın alma niyetim üzerinde herhangi bir etkisi olmaz.

1	2	3	4	5
---	---	---	---	---

---

#### BÖLÜM 7- Satın Alma Davranışı

Satın alma davranışı ve ürün yerleştirme arasındaki ilişkiyi ifade etmek için aşağıdaki ifadeler arasından 1'den (kesinlikle katılmıyorum) 5'e (kesinlikle katılıyorum) bir seçim yapın.

- 28- Filmlere yerleştirildiğini gördükten sonra belirli bir cep telefonu markasını denemek istedim.

1	2	3	4	5
---	---	---	---	---



29- Filmlere yerleřtirildiđini g3rdükten sonra, alıřveriř yaparken belirli bir cep telefonu markasını aradım.

1	2	3	4	5
---	---	---	---	---

30- Filmlere yerleřtirildiđini g3rdükten sonra belirli bir cep telefonu markası satın aldım.

1	2	3	4	5
---	---	---	---	---

---

#### BÖLÜM 8- Katılımcı Nüfus Bilgileri

31- Cinsiyetiniz nedir?

Kadın

Belirtmek istmiyorum

Erkek

Diđer



32- Kaç yaşındasınız?

18 - 24

45 - 54

25 - 34

55 - 64

35 - 44

65+

33- Lütfen meslek kategorinizi seçiniz:

Yüksek/ Orta Seviye yöneticisi, idari veya profesyonel çalışan

Denetçi, büro çalışanı, alt kademe yöneticisi veya profesyonel çalışan, kalifiyeli mavi yakalı

Yarı kalifiyeli, kalifiyesiz mavi yakalı, emekli

Serbest meslek erbabı

Emekli

Öğrenci

İşsiz

Diğer: (Lütfen Belirtiniz): ...





37- Kendiniz dahil evinizde kaç kişi yaşamaktasınız?

1

4

2

5

3

Diğer: (Lütfen Belirtiniz): ...

38- Evinizin aylık geliri nedir?

1200 TL'nin altında

3601 - 4800 TL

1201 - 2400 TL

4801 - 6000 TL

2401 - 3600 TL

6001 TL ya da üstü

İşbirliğiniz için teşekkürler!





**APPLICATION COMMENTS**

**Major Recommendations:**

**Minor Recommendations:**

Please retain this notification for future reference. If you have any queries please do not hesitate to contact your School Ethics forum admin support staff.

APPENDIX 6: DECLARATION OF ORIGINALITY FORM



**Declaration of Originality Form**

This form **must** be completed and signed and submitted with all assignments.

Please complete the information below (using **BLOCK CAPITALS**).

Name: REHA GUL.....

Student Number: 2341294 .....

Course Name: MSc International Strategic Marketing .....

Assignment Number/Name: MGT5261P/ Dissertation.....

**An extract from the University's Statement on Plagiarism is provided overleaf. Please read carefully THEN read and sign the declaration below.**

**I confirm that this assignment is my own work and that I have:**

Read and understood the guidance on plagiarism in the Student Handbook, including the University of Glasgow Statement on Plagiarism

Clearly referenced, in both the text and the bibliography or references, **all sources** used in the work

Fully referenced (including page numbers) and used inverted commas for **all text quoted** from books, journals, web etc. (Please check with the Department which referencing style is to be used)

Provided the sources for all tables, figures, data etc. that are not my own work

Not made use of the work of any other student(s) past or present without acknowledgement. This includes any of my own work, that has been previously, or concurrently, submitted for assessment, either at this or any other educational institution, including school (see overleaf at 31.2)

Not sought or used the services of any professional agencies to produce this work

In addition, I understand that any false claim in respect of this work will result in disciplinary action in accordance with University regulations

**DECLARATION:**

I am aware of and understand the University's policy on plagiarism and I certify that this assignment is my own work, except where indicated by referencing, and that I have followed the good academic practices noted above

Signed..... 