AN ANALYSIS OF PRODUCT (BRAND) PLACEMENT TECHNIQUES IN TURKISH TV SERIES, REGARDING IMPLICIT MEMORY/PRODUCT (BRAND) RECALL AND KNOWLEDGE SHARING

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Abstract

Product placement is the 'inclusion of branded products or brand identifiers, through audio and/or visual means within mass media programming' (Kuhn et.al., 2010). Since this is a limited definition because the platforms, where product placement began to appear, have been increased to a wider level, the definition may be altered as 'the purposeful incorporation of commercial content into noncommercial settings, that is, a product plug generated via the fusion of advertising and entertainment, while it is becoming a common practice to place products and brands into mainstream media including films, broadcast and TV programs, computer/video games, blogs, music videos/DVDs, magazines, books, comics, musicals, plays, radio, Internet, and mobile phones' (Williams et al., 2011). Even, images of products can now be 'digitally inserted into a film or TV program after the program has actually been made'.

What distinguishes product placement from other types of marketing communication is that, it is embedded into and dominated by the media content (McDonnell & Drennan, 2010). According to Williams et al. (2011), the purposes of product placement include achieving prominent audience exposure, desire, attention, and interest; increasing brand awareness, consumer memory and product recall; creating instant recognition in the media vehicle and at the point of purchase; changing buyers' behavior, intent or evaluations of the brand; creating favorable practitioners' views on brand placement; and promoting buyers' behavior towards the practice of product placement and the various placement vehicles.

Williams et al. (2004) noted that product placement has a remarkable effect on recall, and accordingly Pokrywczynski (2005) has found that consumers can accurately recall placed brands in films, using aided and free recall measures. In addition, brands placed prominently in a film scene enjoy higher brand recall than those that are not.

Implicit memory leads people to respond using previously seen information without being aware that they are using that information (Schacter, 1987). Because product placement could direct people to choose the product without their recollection of the placement, implicit tests have become more common for the evaluation of product placement effectiveness (Shapiro & Krishnan, 2001). When people buy a product, they do not wish to spend very much time trying to get information about this product, thus implicit tests may ensure a good measure for consumer purchases.

The purpose of this paper is to examine the concept of product recall so that it might help us bridge the gap between information management and product placement. The contribution of this study is to analyze Turkish TV series with respect to the concept of product placement and recall within knowledge management literature to fill the gap of this context in Turkey.

According to the increasing interest in TV series and the latest regulations approved by 'Radio and Television Supreme Council' in Turkey, this study aims to investigate and demonstrate the effect of product placement techniques on knowledge recall and product recall as it is covered in this study's context.

The method of this study is based on a survey type for relational research method. Relationship analyses are carried in correlation analysis between dependent (research) variables. Difference analyses are preferred for the impact of selected independent variables on those dependent variables. Data are collected from the audiences of scope-in TV series through financial professionals of three biggest banks' sales teams.

Keywords: Information Management, Knowledge Sharing, Product Placement, Product Recall.

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1.   Literature Review
Literature review is below examined in headlines:

1.1.   Product Placement

The new generations are constantly being exposed to a bombardment of commercials, of which they cannot avoid easily. On the other hand, new technology facilities enable people to pass over commercials as they watch TV series. With the introduction of DVDs, program storage and playback technologies, or the internet and so on, buyers can not only fast-forward through recorded programs but can now also easily skip with a PVR's auto-skip button. So the blame of avoiding commercials (zapping, zipping, and skipping) seems now to fall on digital video recorders and digital television.

As the integration of TV and the internet endures at an inevitable pace, buyers will only get more control over what and when they see it. These factors have made marketing communicators search for alternative communication-methods that could reach the target audiences faster and more effectively. It has been claimed that audiences become tired of traditional advertising and would prefer some less troublesome forms of marketing communications (Patil & Bisoyi, 2012). However, commercial enterprises have to find a solution to show their brand to people. Thus, they created "product placement" as a marketing mechanism, of which people cannot avoid.

1.2.   Commercial Effectiveness and Product Recall within the Framework of "Product Placement"

 Several methods exist for evaluating advertising effectiveness (Law & Braun-LaTour, 2004; Nelson, 2002; Ha, 1996; MacKenzie et al., 1986). Yang and Wang (2008) considered their investigation within commercial effectiveness construct from five dimensions: attention, interest, desire and action (AIDA) and delayed product recall after a period.

Knowledge recall, which is a significant part of knowledge management literature, is a vital activity for both organizations and individuals (Carminatti et al., 2006).
Product placement has started to proliferate in this anti-advertising environment and is expected to precede its growth as long as traditional marketing communications methods remain in their current state (Nebenzahl & Secunda, 1993).

In many studies, buyer behavior is measured after participants were exposed to product placement in TV series. It is important because advertisers eventually wish buyers to have a more positive evocation with their product.

Although all product placements share common characteristics, they can differ in a number of ways. A brand can be shown in a scene, or it can be mentioned and not seen. A placement can be brief, or the product can be an integral part of a character or the story. Therefore, it is likely that product placements can operate in very different ways, depending on the nature of the placement. Similar to how advertising can be used at different levels (i.e., inform, persuade, recall), product placement can operate at different levels, depending on the extent to which and how the placement is carried into a series (Patil & Bisoyi, 2012).

According to Panda (2004), product placement can have a remarkable effect on recognition. Even, when brands are not recalled, placements are thought to be unsuccessful (Karrh et al., 2003). In addition, product placement recognition levels received from audio-visual

prominent placements exceed the recognition rates achieved by visual-only prominent placements (Brennan & Babin, 2004). Prior studies show that the effects of product placement on buyers affect product recognition, recall, and behavior (Babin & Carder 1996; Brennan et al., 1999, Karrh, et al., 2003; Gupta & Lord, 1998). In addition to that, product placement literature denotes that buyers generally have better recognition performance than recall performance (Babin & Carder 1996).

Recently, however, there have been some hints in the literature that product placements need not be recalled to have an effect on product behavior. According to some studies, placement recall could be independent of placement evaluation and recall measures are not capable of detecting the more subtle effects of product placements (Law & Braun, 2000; Russell, 2002; Law & Braun-LaTour, 2004).

In prior studies, it is indicated that audiences generally display a relatively low product recall (Babin & Carder, 1996; Law & Braun 2000; Tiwsakul et al. 2005). Although recall can be increased when placements are prominent (Brennan et al. 1999; D'Astous & Chartier 2000), it can be stated that insignificant placements are rather marginally efficient in terms of product recall (Law & Braun-LaTour, 2004).

A study measured buyers' behavior after they were viewed one of the three conditions: audio-only, visual-only, or audio-visual product placement. They watched a clip from *Seinfeld* and then answered a questionnaire about the products viewed in the episode. It was found, that after the exposure participants had a more positive aspect of the product and were more likely to recall and inclined to buy it (Law & Braun, 2000).

A product has various levels of involvement in TV series. Several studies focus on the level of product placement or the frequency of a brand. The researchers focus on how the type of product placement affects a buyer's behavior toward a specific brand or recall of the product. A type of research shows that as the level of product placement increased, viewers had a more positive attitude toward the brand (Yang & Roskos-Ewoldsen, 2007).

Another "product placement" is made through three different levels. These are; low levels of product placement, medium levels of product placement and high levels of product placement, which are shown on TV respectively; in the background, used by the main character, or an integral part of the story. This is crucial, because if advertisers know what type of product placement makes positive effects to the buyer, they will be able to exhibit their product more efficiently. Research results shows that recall is the highest for products when they are integrated into the story. However, there are not any noteworthy difference between the integral part of the story condition and the main character condition (Homer, 2009).

In another study, the same specification is done using the independent variables. The study focused particularly on subtle and prominent product placement in a film. A second independent variable was low repetition. Participants were exposed to one of the four conditions of the IVs using the brand McDonalds. Results showed that those who viewed low levels of prominent repetition had a decreased positive buyer behavior toward the product. Low levels of subtle repetition, however, had an increased positive buyer behavior about the product. After manipulating the type of product placement and the products repetition, it was found that prominent, repetitious product placement resulted in a more negative view of

McDonalds. However, there was an increased positive buyer behavior after subtle product placement (Homer, 2009).

In a study manipulating the place of viewing and measuring product recall, there were some moderating variables, including the levels of liking the series, the number of times the series was viewed and the size of the TV screens (Lehu, 2007).

In another important study, participants rate their behavior regarding the product on a 5-Likert scale (Reijmersdal et al., 2007). Prior behaviors toward the product might influence personal opinions and thus, they should be controlled. Since research shows that the more a product is shown in a series, the more likely the viewer will recall the product, frequency should also be controlled. This was done in Lehu's (2007) research, which was about recall and TV size. Participants in Lehu's study (2007), who viewed the film in the theatre, had a better recall of products in the film. Those who viewed the film for the first time at home on a large screen had better product recall than those who saw the film for the first time on a smaller home screen. In addition, if they had prior positive feelings about the film or the director, they were more likely to recall the product (Law & Braun, 2000).

According to Patil and Bisoyi (2012) products placement both on the screen and in the conversation, increases the probability that the buyer recalls the product. Thus, it is expected that potential buyers obtain information about products from many sources.

1.3.   Knowledge sharing

Knowledge sharing is one of the most essential concepts in knowledge management literature. It is defined as an activity where information is exchanged among groups, people, communities and organizations. Knowledge sharing is an activity of transferring information from an individual or group to another and a series of behavior of exchanging information through employees of an organization (Connelly & Kelloway, 2003).

Social networks, personal contacts, membership, and social class are all factors that affect peoples' willingness to transfer tacit and explicit information to others of the network (Collins, 2001). Prior studies (Nahapiet, J. & Ghoshal, 1998; Tsai & Ghoshal, 1998) indicate that social interactions and networks have a positive impact on sharing information. Tsai and Ghoshal (1998) suggest that the ties of social interaction are channels through which information and resources can flow. More social interactions lead to a more frequent and intense information exchange behavior (Larson, 1992). From the organizational perspective, a strong social network positively influences members' perceptions of the information -sharing norm (Chow & Chan, 2008). In addition, strong social relationships increase members' knowledge sharing through electronic communication media (He et al., 2009).

In today's world, creativity and innovation make possible for success and therefore organizations need to implement the right information at the right time. To guide individual information toward organizational goals, organizations should constitute an environment of information pooling, sharing, and transferring among their members (Paghaleh et al., 2011). In this paper, we have taken into consideration the blogs, message boards and forum sites of the Turkish TV series on the web as well as their own facebook site and website as an environment of knowledge sharing.

Product placement may be compared to other forms of marketing communications several ways, in that all product placements as a form of marketing communications share some common aspects with one another, but they are distinct from other forms of marketing communications (Patil & Bisoyi, 2012).

In today's organizations, information or more specifically knowledge is regarded as one of the most important strategic resources; moreover, organizational capabilities are based upon the distinct competencies in sharing and integrating information. However, most knowledge sharing attempts and systems fail. Even in many cases, in which there are no information technologies or technological deficiencies, the knowledge sharing aim is rarely derived and even success achievement is not easy (Hislop, 2002).

Innovation and rapid change is the unique characteristic of today, often referred to as the age of information. Organizations are faced with the major challenge of dynamic stability at all different levels. It could be asserted that this age is like a stage for organizations that have been able to take control of the amazing capabilities of knowledge and use them to attain progressive competitive advantage. Organizations are faced with such extensive amount of information that managing and using them correctly has become one of their major concerns. Managers of information-based organizations use information technologies as a motive force and an effective tool to achieve and improve information management as well as to overcome challenges (Paghaleh et al., 2011).

2. Research

2.1 Aim of the research

The aim of this research is to examine the concept of product recall so that it might help us bridge the gap between information management and product placement. The contribution of this study is to analyze Turkish TV series with respect to the concept of product placement and recall within knowledge management literature to fill the gap of this context in Turkey.

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2.2 Method of the research

In this paper, survey type method was used for relational research method. Factor analysis, reliability analysis, correlation analysis, t-test, and Anova analysis were used for testing the relationship between dependent variables knowledge sharing behavior and product recall, and impact of independent variables:

- TV series watch in a week- (Subjects declared the number of TV series that they watch weekly)
- Have a TV series watch regularly- (Subjects declared if they watch TV series regularly and continuously)
- Product placement techniques- (Product placement may take place in TV series in three forms: Brand names could be indicated randomly, brand names could take place in TV series and brands may take place through brand sponsorship in TV series)

- Age group- (Age of the subjects are considered)
- Gender- (Gender of the subjects are considered)
- Marital status- (Marital status of the subjects are considered)
- Education level – (Education levels of the subjects are considered)
- Facebook usage in knowledge sharing
- E-mail usage in knowledge sharing

In this paper, a questionnaire total of 23 items developed by researchers were used. 9 items were prepared for assessing demographic and personal information. 6 items were used for product recall, and 8 items for knowledge sharing with a 5- point Likert scale. Subjects are informed in detailed ahead of questionnaires were distributed.

2.3.   Sampling

In this paper, financial professionals in banking sector are used in sampling context with convenient sampling method. 123 of 200 questionnaires were returned. The total number of valid questionnaires was 98 (10 were dismissed from the analysis since they did not watch TV series, 25 more questionnaires were either disqualified or the questionnaires were returned empty).

2.4.   Assumptions and Limitations

It is assumed that the questionnaire applied can measure attitudes of audiences and TV series audiences have no digital divide effect. Also, this study is carried on a relatively small sampling size.

2.5. Findings of the research
The questionnaire was brief (two pages) and took about ten minutes to complete. 30.6% of 98 participants, who joined the survey, are 25 and less than 25 years old, 41.8% of them are between 26 and 30 years and 27.6% are more than 30 years old.

Table.1. Demographics

	Frequency (n)	Percent (%)		Frequency (n)	Percent (%)
Age			*Marital Status*		
20- 25	30	30.6	**Married**	40	40.8
26-30	41	41.8	**Single**	58	59.2
more than 30	27	27.6	**Education**		
Sex			**Elementary**	2	2.0
Male	57	58.2	**High school**	27	27.6
Female	41	41.8	**Undergraduate**	39	29.6
			Graduate	34	34.7
			(Post) Graduate	6	6.1

58.2% of participants are men, 41.8% are women. In addition to that 40.8% of them are married and 59.2% of them are single.

When the groups of educational background variables are examined, a unification method is used due to the frequencies.   Primary and secondary schools are unified and called

"elementary education", academies and undergraduate schools are unified and called "undergraduate" According to these results 2% of the participants are educated at elementary degree, 27.6% high school degree, 29.6% undergraduate, 34.7% graduate, and 6.1% (post) graduate degree. It is thought that this variable has a great importance for our research scope, so that we conducted the unification method.

84.7 % of the respondents watch regularly TV series, 86.7 % between 1 and 3 TV series per week and 13.3 % between 4 and 7.

Accidently appearance of product brands in TV series found appropriate by 67.3 % of the respondents, statements of the support by the brand (as sponsor of the series) by 68.4 %. Pronounce of product brands in TV series found inappropriate by 60.2 % of the respondents.

83.7 % of the respondents use Facebook in knowledge sharing, and 37.8 % e-mail.

Factor analysis

Factor analysis grouped the items into two, labeled as one for the knowledge sharing behavior (8) items and one for the product recall items (6), caused to reduce 32 each items to 14 items (18 items drop due to higher variance) with variance explained 60,1 % in total. As it is seen at the Table 2, reliability and sampling adequacy are high enough.

Table 2. Mean, Standard Deviation, Factor and Reliability Analyses of Knowledge Sharing Behavior and Product Recall

Items	Mean	Std. Dev.	Know.share Factor Loadings	Recall Factor Loadings
For remembering any products I've seen in TV series, I must share it with any people around me.	3.56	1.05	.855	
I click "like" in social networking sites (such as facebook, twitter, etc.) for products I saw in TV series.	3.67	1.21	.834	
I make comments in social networking sites (such as facebook, twitter, etc.) on any products I saw in TV series.	3.92	1.20	.825	
If any product I'm using is also used by any favorite actors in TV series, I talk thereabout with any people around me.	3.34	1.17	.802	
In case of change of some certain products used regularly in TV series, I share the same with any people around me.	3.43	1.14	.776	
If I like any product I've seen in TV series, I suggest them much more to others.	3.28	1.10	.702	
I'm much more attentive to and make much more comments on any products displayed in TV series when I watch them together with my friends.	3.15	1.22	.641	
I discuss with any people around me about the products I've seen in TV series.	2.96	1.30	.512	
Any products displayed in TV series are much more attractive and catchy for me if I've had previously used the same.	2.69	1.22		.763
I can remember any products much more if they appear accidently in TV series.	2.79	1.12		.735
For remembering any product much better, I must have seen it multiple times in a TV series.	3.15	1.16		.717
If I come up anywhere against any product that I'd seen previously in any TV series, I remember in which TV series I'd seen it.	3.01	1.27		.611
I can remember any products much more if they are pronounced in TV series.	3.09	1.19		.595
Any product is catchier if it is consistent with the context of the TV series.	2.65	2.37		.570
Total variance explained			36.62	23.48
Cronbach's Alpha (α)			.909	.817
KMO Measure of Sampling Adequacy: 0.904				
Bartlett's Test of Sphericity Approx. Chi-Square: 748.653, df: 91, Sig.: 0.000				

Correlation Analysis

Correlation analysis has been conducted to identify the relation between knowledge sharing behavior and product recall. Pearson correlation test results showed that there is a positive and significant relationship. As it is seen in Table 3:

Table 3. Means, Standard Deviations and Correlations

	Mean	Std.Dev.	1	2
1. Knowledge Sharing Behavior	3.41	0.92	1	
2. Product Recall	2.90	0.87	0.626[**]	1

** Correlation is significant at the 0.01 level (2 tailed)

It is shown at table.3 that participants are more favorable for knowledge sharing behavior than product recall. Correlation between the product recall and the knowledge sharing behavior is 0.626.

Difference analysis

To examine how the effects of the findings are according to 3 different brand placement strategies of television series, with the survey questions on demography, we used the chi-square test. The table below shows the T-test results according to the demographic characteristics of the "incidentally shown brand during television series" strategy.

Table 4. t-test "Knowledge Sharing Behavior and Product Recall" -"Accidently appearance of product brands in TV series"

		f (n)	Mean	Std.Dev.	t-value	Sig.
Knowledge Sharing Behavior	appropriate	66	3.20	0.93	-3.86	.000
	inappropriate	32	3.86	0.72		
Product Recall	appropriate	66	2.68	0.78	-3.56	.000
	inappropriate	32	3.34	0.88		

With respect to the t-test results shown at table.4, participants those find "accidently appearance of product brands" inappropriate in TV series have higher knowledge sharing points and the difference between groups is statistically significant (sig. = .000 < .05). The same is valid for their product recall points.

Table 5. t-test "Knowledge Sharing Behavior and Product Recall" -"Pronounce of product brands in TV series"

		f (n)	Mean	Std.Dev.	t-value	Sig.
Knowledge Sharing Behavior	appropriate	39	2.90	0.94	-4.73	.000
	inappropriate	59	3.75	0.73		
Product Recall	appropriate	39	2.53	0.83	-3.60	.001
	inappropriate	59	3.14	0.81		

With regard to the T-test results shown at the table above, participants those find "pronouncing of product brands" inappropriate in TV series have higher knowledge sharing points and the difference between groups is statistically significant (sig. = .000 < .05). The same is also valid for their product recall points (sig. = .001 < .05).

Table 6. t-test "Knowledge Sharing Behavior and Product Recall" -"Statements of the support by the brand (as sponsor of the series)"

		f (n)	Mean	Std.Dev.	t-value	Sig.
Knowledge Sharing Behavior	appropriate	67	3.24	0.97	-3.17	.002
	inappropriate	31	3.78	0.68		
Product Recall	appropriate	67	2.72	0.85	-3.29	.006
	inappropriate	31	3.29	0.78		

Participants those find the statements of the "support by the brand (as sponsor of the series)" inappropriate have higher knowledge sharing points and the difference between groups is statistically significant (sig. = .000 < .05). The same is valid for their product recall points (sig. = .006 < .05).

Table 7. T-test "Knowledge Sharing Behavior and Product Recall" - "Marital Status"

		f (n)	Mean	Std.Dev.	t-value	Sig.
Knowledge Sharing Behavior	Married	40	3.68	0.83	2.52	.014
	Single	58	3.23	0.94		

The married participants have higher knowledge sharing points than single ones and the difference between groups is statistically significant (sig. = .014 < .05). A difference in product recall points according to marital status of the participants could not be found.

Table 8. T-test "Knowledge Sharing Behavior and Product Recall" - "Facebook usage"

		f (n)	Mean	Std.Dev.	t-value	Sig.
Knowledge Sharing Behavior	Yes	82	2.79	0.78	-2.87	.005
	No	16	3.45	1.11		

Participants saying "No" to Facebook usage have higher knowledge sharing points than those saying "Yes" and the difference between groups is statistically significant (sig. = .005 < .05). Difference in product recall points according to replies to Facebook usage could not be found.

According to the t-tests carried, difference in knowledge sharing behavior and product recall points could not be found according to gender, e-mail usage, number of serials watched, and continuous serials watch status of the participants.

Table 9. Anova Analysis "Knowledge Sharing Behavior and Product Recall" - "Age Group"

		f (n)	Mean	Std.Dev.	Post Hoc – Dunnett C
Knowledge Sharing Behavior	20- 25	30	3.13	0.92	
	26-30	41	3.39	0.88	Group1 – Group 3
	more than 30	27	3.76	0.89	
Product Recall	20- 25	30	2.47	0.65	Group1 – Group 2
	26-30	41	3.14	0.89	Group1 – Group 3
	more than 30	27	3.01	0.90	

According to Anova Analyses with post hoc Dunnett C tests those results are shown at above table, knowledge sharing behavior points of the participants in the age group with age more than 30 are higher than those are in 20-25 age group. Similarly, product recall points of the participants in the age group with age more than 30 are higher than those are in 20-25 age group. It is also found that Anova test results with post hoc Dunnett C tests show that product

recall points of the participants in the age group of 26-30 are higher than those are in 20-25 age group.

According to the Anova analysis carried, difference in knowledge sharing behavior and product recall points could not be found according to level of education of the participants.

3. Conclusion and Discussions

A research is carried with the aim of examining the concept of product recall in order to find the gap between information management and product placement in Turkish TV series.

A survey on 98 participants is carried, data gathered with a questionnaire. Parametric tests are done and following measure results are found.

There is a positive correlation between knowledge sharing behavior and product recall. When knowledge sharing behavior points increase, product recall points also increase and vice versa. Higher points of knowledge sharing behavior are associated with higher points of product recall and lower with lower. This shows that level of knowledge sharing behavior points and level product recall points are mutually related.

The married participants and participants saying "No" to Facebook usage have higher knowledge sharing points than single ones and those saying "Yes" to Facebook usage. The participants scoring high points at knowledge sharing behavior are those married ones and those do not prefer to use their own Facebook as an environment of knowledge sharing for the Turkish TV series. The motive behind that is the fact that the Facebook is a relatively denser social interaction media that may force its user to have cognitive dissonance. Besides, married participants may have higher social responsibility so that they score high knowledge sharing behavior points.

The knowledge sharing behavior than product recall points of the participants tend to increase by age. As the age of participants gets mature they score higher for knowledge sharing behavior than they do for product recall points. It could be reasoned that as their age matures they may have higher social responsibility for knowledge sharing behavior and they may stick to former attitudes of showing up less intention for product recall. This attitude may have roots at times when advertising was prohibited at non-advertising times considering those times as collective public area. Similar hesitates are quite observable on various interview programs. This result is consistent with married participants have higher knowledge sharing points.

There exist significant differences between comments those find appropriate or inappropriate for the three 3 different brand placement strategies used in Turkish TV series (strategies like "Accidently appearance of product brands in TV series", "Pronounce of product brands in TV series" and "Statements of the support by the brand (as sponsor of the series)"). Participants those find these strategies inappropriate; do score higher knowledge sharing behavior points than they do for product recall. Finding these strategies inappropriate with higher knowledge sharing behavior might be based on a more active reaction and objections might have negative ground of intervention intention, which is found inappropriate.

Among the three 3 different brand placement strategies used in Turkish TV series, "Pronounce of product brands in TV series" hits higher frequency for inappropriateness

(larger number of participants found it inappropriate). This attitude may have roots at times when advertising was prohibited at non-advertising times considering those times as collective public area. Similar hesitates are quite observable on various interview programs. However, further research may help to find out the case when all these are not questioned openly. It is also recommended to replicate the research with larger samples and with participants in demographic characteristics different than this study.

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