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**PRODUCT PLACEMENT IN MOVIES: A CROSS CULTURAL STUDY
BETWEEN BRAZIL AND THE USA**

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Abstract

The broader objective of this study undertaking can briefly be articulated in particulate aims as follows: to measure the attitudes of consumers regarding the brand displayed by this strategy as well as to highlight recall, recognition and purchase intentions generated by product placement on consumers. In addition, check the differences and similarities between the behavior of Brazilian and American consumers caused by the influence of product placements. The study was undertaken targeting consumer audience in Brazil and the U.S. A rang3 modeling set ups were performed in order to realign study instruments and hypothesis towards the research objectives. This study gave focus on the following hypothesized models. H₁: Consumers / Participants who viewed the brands / products in the movie have a higher brand / product recall compared to the consumers / participants who did not view the brands / products in the movie. H₂: US Consumers / Participants are able to recognize and recall brands / products which appear in the background of the movie than Brazil. H₃: Consumers / participants from USA are more accepting of product placements compared to their counterparts in Brazil. H₄: There are discernible similarities in consumer / participant brand attitudes and purchase intentions in consumers / participants from USA and Brazil in spite of the fact that their country of origin is different. Cronbach's Alpha Coefficient ensured the reliability of survey instruments. The study involved the use of the Structural Equation Modeling (SEM) for the hypothesis testing. This study used the Confirmatory Factor Analysis (CFA) to assess both the convergent and discriminant validities instead of using the Exploratory Factor Analysis (EFA) or the Principal Component Analysis (PCA). This reinforced for the use of the regression Chi Square and T statistical tests in further. Only hypothesis H₃ was rejected, the rest were not. T test provided insight findings on specific subgroup significant differences. In the SEM testing, the error variance for product placement attitudes was negative for both the groups. On this The Heywood Case came in handy to fix negative values. The researcher used both quantitative and qualitative approach where closed ended questionnaires and interviews respectively were used to collect primary data. The results were additionally provided with tabulations. It can be concluded that, product placement varies markedly in the U.S. from Brazil based on the influence a range of factors provided in the study. However, there are elements of convergence probably driven by the convergence in technology. In order, product placement to become more competitive in the promotional

marketing, there will be the need for researchers to extend focus from the traditional variables and add knowledge on the conventional marketplace factors that is the sell-ability of the product placement technologies and strategies.

Keywords: Product Placement, Cross Cultural Study, Consumer Behavior, Mere exposure effect.

CHAPTER I - INTRODUCTION AND OBJECTIVE

The first chapter entails a discussion on background of the subject of product placement, followed by a discussion about significance and the aims and objectives of the study. Lastly, the structure of the dissertation is explained in brief.

1.1 Introduction

Marketers have required finding alternate devices to communicate more competently with consumers, as they got tired of common advertisements. Product placement came to the attention of marketers and advertising agencies as an alternate scheme to traditional marketing communications. It is currently everywhere over the media as well as the world. It is really frequent to see brands or products in movies, television shows, music videos, video games, and even novels all over the globe.

With the increasing fragmentation of consumer markets, marketers began to pursue a variety of communication channels in an effort to reach consumers. One of the emerging channels that has been explored often in recent years is product placement, which is not a new concept to the field of promotion (Lai-Man and Wai-Yee 2008). Product placement is used by more than a thousand brands (Marshall and Ayers 1998). In Brazil, the term is often called commercial merchandising. However, for purposes of this research, I will use the term used in the international literature. Some researchers (DeLorme and Reid 1999; Hudson and Hudson 2006; Karrh 1998; Matthes, Schemer, and Wirth 2007; Nelson and Devanathan 2006; Yang et al. 2006) argue that brand placement is a more appropriate term to capture the scope of activities of placement, although product placement remains the most common term.

Therefore, a growing number of products and brands have been fighting for prominent positions in movies and there are numerous examples of how the appearance of a product in a film resulted in an increase in brand performance (Morton and Friedman 2002). In 1982, after ET, the alien creature in the movie "ET The Extraterrestrial," was lured from its hiding with the Reese's Pieces ® candy, the sales of the candy increased by 65% within three months of the release of the film (Karrh 1998; Ming-tiem, Wen-ko, and Mei-Ling 2007; Mortimer 2002;

Segrave 2004). This is considered the most impressive example. Since then, the use of product placement schemes is getting more aggressive. For example, Ray Ban sunglasses ® received considerable attention after Tom Cruise wore them in the Top Gun movie (Gupta and Balasubramanian 2000). According to Stewart-Allen(1999), BMW ® has won more than \$100 million in exposure value, because their products (Z3 and 750iLs cars and the R1200C motorcycle) were associated with the character in the James Bond film "Tomorrow Never Dies."

Product placement, in its varied forms, has become a strong branch of the promotional mix lately. The scenario changed with the evolution of new media technologies with global reach. Audiences have been fragmented and there has been increased skepticism about conventional advertising methods. Thus, the product placement strategy has evolved to become elaborately enhanced(Tiwsakul, Hackley, and Szmigin 2005).

Product placement has become a prominent and effective marketing and promotional tool for marketers and advertising agencies as an alternative to traditional marketing communications, because studies suggest that consumers are over-exposed to traditional marketing means like advertisements. Product Placements are ubiquitous all over the media and are frequently observed globally in movies, television shows, music videos, video games, and novels. With the increasing fragmentation of consumer markets, it is imperative for marketers to pursue a variety of communication channels in order to effectively target the consumers. One of the emerging channels that has been often explored in recent years is product placement(Lai-Man and Wai-Yee 2008). This means of brand / product promotion has been utilized by more than a thousand brands (Marshall and Ayers 1998). Product Placement or the positioning of brands and products in media is a conventional approach, which initially started out as a procedure to substantiate scenes in the movies. But today it has manifested into a commercial and profitable means for promoting products and brands. Product Placements are ubiquitous all over the media and are frequently observed globally in movies, television shows, music videos, video games, and novels. A study by Thomas and Kohli (2011) suggests that there is increasing fragmentation of the media accompanied by a rapid escalation in the number of advertisements, thus making it difficult for marketers to achieve substantial face time with

their target audience and reach the potential consumers. This is further exacerbated by the fact that today's consumers have shifted and continue to veer towards digital experiences which are classified by replacing the traditional media like newspapers, books, music, etc with digital experiences. This proves to be yet another uphill task for marketers and brands since not only does this present a disruption in the conventional media and entertainment industry but also results in the decline of revenue for brands / marketers (Berman, et al., 2011). As consumers continue to avoid commercials and advertisements, D'Astous and Chartier (2000) and Mortan and Friedman (2002), suggest that strategies like product placements come across as a logical and interesting alternative strategy compared to the conventional marketing tools. Theoretically, the terms 'Product Placement' and 'Brand Placement' have been used interchangeably. Some researchers argue that brand placement is a more appropriate term to capture the scope of activities of placement. However, product placement remains the most commonly used term and will also be used for the current study (DeLorme and Reid, 1999; Hudson and Hudson, 2006; Karrh, 1998; Matthes, Schemer and Wirth 2007; Nelson and Devanathan, 2006; Yang, et al., 2006). Product placement in its varied forms has become a pivotal and compelling part of the promotional mix for most brands. Audiences across the globe have been fragmented and there has been increased skepticism about conventional advertising methods. Thus, the product placement strategy has evolved to become elaborately enhanced (Tiwsakul, Hackley, and Szmigin 2005).

1.2 Objectives

The following specific objectives were designed to help achieve the purpose of the research:

1. To measure the attitudes of consumers regarding the brand displayed by this strategy
2. To highlight recall, recognition and purchase intentions generated by product placement on consumers
3. To check the differences and similarities between the behavior of Brazilian and American consumers caused by the influence of product placements

1.3 Background of the Study

Historically, the marketers' approach of using the entertainment context to promote their product is not unfamiliar (Hackley and Tiwsakul 2006; Russell and Belch 2005), with records from 1890 indicating that Lever Brothers promoted their soap brand in some of the first films ever made (Hudson and Hudson 2006; Nelson and Devanathan 2006). According to Brett (1995) product placements have been in existence as early as 1920s and 1930s, but their depiction was intermittent and erratic and did not yield successful results, due to adverse economic conditions and lack of acceptance of such promotional means by the audiences. However, several studies reveal that the arrival of independent producers and production houses provided an impetus to the revival of the product placement industry in the 1960s - 1970s (Balasubramanian, 1994; Brett, 1995; Segrave, 2004). The product placement of 'Reese's' candy in the 1982 released blockbuster movie, E.T., followed by a subsequently massive increase in the sale of the candies, proved as a consequential eye-opener for both Hollywood and the brand marketers. Since then the use of product placement schemes has become more aggressive. For example, Ray Ban sunglasses ® received considerable attention after Tom Cruise wore them in the Top Gun movie (Gupta and Balasubramanian 2000). According to Stewart-Allen (1999), BMW ® won more than \$100 million in exposure value, because their products (Z3 and 750iLs cars and the R1200C motorcycle) were associated with the character in the James Bond film "Tomorrow Never Dies." The product placement industry emerged as robust industry by the 1980s - 1990s, comprising of professional placement agents and over a thousand product / brand marketers (Karrh, et al., 2003). Studies conducted in the last decade reveal that the estimated amount paid by advertisers / marketers to Hollywood Studios for including products in the films is close to \$360 million annually (Ebenkamp2001, McNatt and Oleck 2000). Furthermore, the product placement spending in USA grew at an annual rate of 34% in 2007, amounting to over \$2.9 billion and the projections reveal the spending of over \$5.6 billion in 2010 (PQ Media 2008). This increase in product placement in movies across the years can also be attributed to the changes in consumer attitudes regarding advertising and media infrastructure development (Kretchmer 2004). Furthermore, according to Avery and Ferraro (2000), this increase in the usage of product placement as a promotional tool is reflective of the trend, that advertisers are effectively

utilizing this strategy to influence the brand attitudes of the consumers. The budgets for film production have shrunk to a level where production companies are forced to look for alternative forms of financing and according to Russell and Belch (2005), the use of product placements serves as a crucial financial advantage for the entertainment industry. Besides additional resources for films and Television programs, the strategy of product placement also offers a level of authenticity for producers to add realism (DeLorme and Reid 1999; Hudson and Hudson 2006 ;Johnstone and Dodd 2000; Lubbers and Adams 2004). At the same time it offers increasing attractiveness for brand managers in a period of media fragmentation and consumer sophistication, in terms of meeting the prevailing goal of marketers to effectively position their brands in the minds of the target audiences (Auty and Lewis 2004). Lee, et al., (2010) explain that the strategy of product placements originated in USA and is typically considered an American movie-based phenomenon. However, with the globalization of media and technology this strategy has gained prevalence, access and acceptance in other cultures and countries (Crawford, 2004).As marketers aspire to promote their brands on a global basis by placing them in variety of media forms across countries, it is imperative to comprehend a deeper understanding of how non-USA audiences perceive product placements (Nelson and Devanathan, 2006).

1.4 Contributions of the Study

The wide applicability of product placements in numerous media is evident and it generates academic interest in measuring this activity's effectiveness among the audience. The excessively high investments accrued by brands towards product placements can be deemed viable and yield productive results only if the product placement strategy is profitable. However, this remains a rather unsubstantiated issue since the results of previous studies have been inconclusive (Avery and Ferraro 2000; Gupta and Gould 1997; Law and Braun 2000; Matthes et al. 2007; Tiwsakul et al. 2005). Moreover, studies like these should be conducted globally, since it is the purpose of this research to highlight cultural or environmental factors that may influence the success of this technique (ChangHyun and Villegas 2007; DeLorme and Reid 1999; Gould et al. 2000; Hudson and Hudson 2006; La Ferle and Edwards 2006; McKechnie and Thou 2003; Nelson and Devanathan 2006). Due to these reasons, research in

this area needs to be continually updated to capture the dynamic nature of this strategy and the practical changes in its use.

Previous studies have ignored the impact of product placement techniques on consumers' reactions and memory (Hudson and Hudson, 2006). By exploring this issue, it would be beneficial to companies interested in implementing the product placement strategy and comprehending how their products or brands will be presented. The contributions of this study are twofold. Firstly, as explained by Lehu and Bressoud (2008), product placements in movies have emerged as one of the most attractive promotional and branded entertainment technique with a strong potential for communication. This technique has gained credence from film producers, marketers /advertisers and communication consultants. However, it is crucial to comprehend how product placements work. Prior research suggests that audiences sometimes notice the product placements in movies and TV shows. However, there is insufficient data to verify that such product placements have the ability of influence the brand attitudes of the audiences. Moreover, there is lack of empirical evidence about the factors that produce such effects. There are also questions regarding the types of placements that are more persuasive compared to the others. The results of this study will provide insights on the value of the product placement technique for marketers and help them ascertain whether they can depend on mere exposure effect and repeated product exposure in order to increase the effectiveness of the product placements.

Secondly, there are numerous cross-cultural studies based on comparing and analyzing the perceptions and brand attitudes of consumers towards promotions and advertising. However, there is a dearth of studies, which explore and analyze the brand attitude of consumers from different cultures with regards to their perception of product placements in movies. According to Lee, et al. (2010) marketers should ensure that decisions regarding product placement are based on exhaustive research of cultural characteristics, consumers' beliefs and attitudes. To further explore and address this issue, the current study is based on comparing the behavior patterns of young adult audiences from USA and Brazil towards product placements appearing in movies. Reports suggest that Brazil is the second largest and fastest growing market for product placement after USA (PQ Media, 2007). Moreover, in spite of being one of the largest

markets for product placements, there is a dearth of research regarding the brand attitude and purchase intentions of young adult audiences exposed to the product placements in Brazil. The current study makes an endeavor to comprehend the conspicuous cultural-differences and similarities between American and Brazilian young adult audiences (Hofstede and Hofstede 1984) in order to aid marketers in serving these markets and targeting the consumers more effectively. This study will provide an insight into the audience perceptions and ascertain similarities and differences between the young adult audiences between two different countries and their attitudes towards product placements.

The possibility of pursuing empirical relations with a theoretical study adds new dimensions to the existing knowledge of product placement strategy and the differences/similarities about consumer behavior in two countries with cultural differences. As a managerial contribution, the critical endeavor of this study is to provide greater understanding of the phenomenon in both countries, thus enabling efforts to program the strategy with greater efficiency. In this context, it is emphasized that cross-cultural research studies allow a confirmation of the theory universality or its own expansion to other populations (Chol and Green 1991; Malhotra and McCort 2001).

1.5 Dissertation Structure

Chapter 1 provides a preliminary insight into the topic of the current study - Product Placement. Related areas of theory and research are discussed, the objectives of the research are explained and the potential contributions of the study towards business practice and academic research are presented.

Chapter 2 provides an in-depth review of the theory and literature, and logically develops the conceptual framework of this study. Research hypotheses pertaining to the components of the conceptual model are proposed, including customer value, customer desired value change and change strategies, satisfaction, and loyalty.

Chapter 3 discusses the research methodology used to test the research hypotheses. The pre-test and preliminary qualitative inquiry that guided the measurement of the constructs is discussed. Other aspects of the research design including the data collection method and the data analysis techniques are presented.

Chapter 4 presents the results of statistical hypothesis testing. Analysis of reliability and validity of measures with the final data are also provided.

Chapters 5 and 6 present discussions, conclusions and implications of the results of the hypothesis testing. It also reveals the study's contributions, limitations and suggestions for future research.

CHAPTER II - PRODUCT PLACEMENT REVIEW

This chapter presents an overview of the previously compiled literature based on product placement strategy and cross-cultural behavioral attitudes towards product placements. The purpose of this section is to review some of the key theoretical perspectives and develop a multi-dimensional viewpoint on the dynamics and issues of product placement strategy in a cross-cultural context. The section concludes with the development of the hypotheses statement and the conceptual model.

2.1 Product Placement: Definition

Karrh (1998) propounds that brands and products are an inseparable part of mass media programs. According to Turner (2004) and Lehu (2007), marketing and entertainment have always been allies.2006). While it started out as a casual agreement to reduce production costs of films and television programs, today product placement strategy is considered a vehicle for integrated promotional campaigns priced at millions of dollars (Karrh, McKee, and Pardun 2003). Currently, the strategy of product placement in movies is a staggering multibillion-dollar business. Its costs vary with the duration, interaction between the product and the characters, as well as the prominence of placement(Avery and Ferraro 2000; Russell 2002). Despite the strategy being in existence for over a century, the literature on product placement is quite recent and came into existence primarily in the last decade (Russell and Stern 2006) and has not been given its due importance (Babin and Carder 1996; DeLorme and Reid 1999; Hudson and Hudson 2006; Karrh 1998; Russell 1998). Karrh (1998) and Russell (1998) were the first authors to formulate theoretical reviews on the subject in an attempt to deal with the lack of a theoretical framework to support a product placement strategy to implement.

There are various definitions of product placement in the academic literature (Kureshi and Sood, 2010). Steertz (1987, p.22), defined product placement as *“the inclusion of a brand name, product package, signage or other trademark merchandise with a motion picture, television show, or music video.”* Some definitions that emerged almost a decade later defined product placement as *“the inclusion of consumer products or services in motion pictures*

distributed to theaters by major Hollywood studios in return for cash fees or reciprocal promotional exposure for the films in marketers' advertising programs" (Nebenzahl and Secunda, 1993, p.2). According to Balasubramanian (1994, p.31) it is *"a paid product message aimed at influencing movie (or television) audiences via the planned and unobtrusive entry of a branded product into a movie (or television program)."* Gupta and Gould (1997, p.37) said that product placement *"involves incorporating brands in movies in return for money or for some promotional or other consideration."* Karrh (1998, p.10) defined product placement as *"the compensated inclusion of branded products or branded identifiers, through audio and/or visual means, within mass media programming."* In the last decade, d'Astous and Chartier (2000), defined product placement 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."* As observed by Kureshi and Sood (2010), the recurring theme between all the definitions is the use of terms like *'planned entries, paid inclusions and purposeful.'* Such a placement where the marketers / sponsors make an attempt to influence the audiences without revealing their identity is also called a 'hybrid message' (Balasubramanian, 1994). Furthermore, such hybrid promotional tools may prove more to be more effective than conventional advertisements because the consumers may not comprehend them as persuasive messages. Product Placements in the media enable marketers to acquaint the audiences with their products / brands, engage the audiences through a context where the audience is unable to ignore the product / brand, and make an attempt to impact the purchase behavior (Thomas and Kohli, 2011). Moreover, the growth of product placement shows that firstly, professionals recognize that propaganda tactics are aligned with its overall strategy to build brand relationships with consumers through developing positive attitudes and buying intentions. Secondly, brand placement is an ally of TV broadcasters, who are competing with the Internet and dealing with devices that record programs, such as TIVO and other media support, for money originated from advertising. Lastly, since it is a new media, product placement in TV/film tends to be incorporated into the communication mix by all participants, including TV and agencies (Carvalho, Yetika and Giraldi (2008).

Several academic studies have been carried out to examine the impact of the product placement strategy on consumers (Auty and Lewis 2004; Brennan 2008; Brennan, Rosenberger III, and Hementera 2004; Carvalho, Yetika, and Giraldi 2008; ChangHyun and Villegas 2007; Cowley and Barron 2008b; d'Astous and Chartier 2000; d'Astous and Seguin 1999; Gould and Gupta 2006; Gould, Gupta, and Grabner-Kräuter 2000; Gupta and Balasubramanian 2000; Gupta and Gould 1997; Gupta and Lord 1998; Hudson, Hudson, and Pelozo 2008; Karrh, Frith, and Callison 2001; Law and Braun 2000; Lehu and Bressoud 2008; Matthes et al. 2007; Mau, Silberer, and Constien 2008; McKechnie and Thou 2003; Ming-tiem et al. 2007; Morton and Friedman 2002; Nelson and Devanathan 2006; Nelson and McLeod 2005; Nelson, Yaros, and Heejo 2006; Russell 2002; Schmoll et al. 2006; Sung, de Gregorio, and Jung 2009; Tiwsakul et al. 2005). Prominent researchers and academicians have stressed upon the importance of product placement as an additional activity to the promotion mix, although there are a number of challenging questions regarding this strategy.

2.2 Advantages and Disadvantages of the Product Placement Strategy

Although it is recognized as an alternative to traditional advertising, product placement has significant advantages and disadvantages (ChangHyun and Villegas 2007). This strategy is widely gaining acceptance as a cost-effective and efficient alternative to traditional forms of marketing communications (McKechnie and Thou 2003). Furthermore, as a marketing tool it offers numerous advantages like a captive audience, the implied associated celebrity endorsement and the avoidance of counter argumentation (Dunnett and Hoek 1996). Other benefits of this strategy include prominent display, lower cost, global reach, and recall (Lehu 2007). A typical movie with international distribution can reach over one hundred million consumers as it moves from box office to DVD and TV. One of the most critical advantages of the product placement strategy for the filmmakers is the ability of this strategy to significantly offset the film production and rental costs (Govani, 1999; Gunther, 2000; Gupta, et al., 2000). In addition to the above, the product placement strategy enables filmmakers to depict the contemporary and realistic world in the story, hence adding a touch of realism to the film (Brennan, et al., 1999; Gunn 2001). Due to the worldwide distribution of most American films, the marketers stand to gain tremendously from placing the products in the films and resultantly

reaching out to a global audience at a significantly lower cost (Marshall & Ayers, 1998; Curtis, 1999; Gould, et al., 2000). For the audiences, the older audiences view product placements as a cause for concern, unrest and discomfort and the younger audiences relate to the product placements with feelings of association, comfort and security (DeLorme & Reid, 1999). A study by Raphael (2001) reveals that the product placement strategy is apt for targeting younger audiences. This reaffirms the fact that attention must be allocated to study the implementation of this activity, since consumers worldwide will be exposed to a static strategy, one that is the same regardless of the nationality or culture of the audience watching the feature film.

However, the product placement strategy has some disadvantages to consider. Although the strategy is an effective cost saving promotional tool for marketers, the eventual inclusion or deletion of the placement is contingent on the filmmaker and script, thus making the practice rather unpredictable (Bamrud, 2001). The depiction of the product placement may eventually prove to be unflattering and displeasing within the context of the film, thus resulting in the loss of the intended message (Cowlett, 2000). As Balasubramanian (1994) explained, the impact of the product placement in the films may not be as potent as traditional marketing and promotional tools. Furthermore, the lack of verifiable measures of tracking the efficiency of the product placements makes the practice rather unreliable from the marketer's perspective. Moreover, there is a significant majority of the audience who may not approve of subliminal advertising; i.e., "*commercial messages directed to the unconscious mind*" (Nebenzahl & Secunda 1993). Gupta, et al., (2000) discussed that product placements comprising cigarettes and alcohol have faced tremendous criticism from audiences and are often viewed as unethical.

2.3 Integration of Product Placements in Movies

Karrh (1998) explained that the 2 mediators, who facilitate the process of product placements in movies, are placements agents and movie studios. While the agents act as intermediaries between the marketers / advertisers and the film producers, the movie studios have specialized departments which handle product placements. Furthermore, while agents work on a pre-decided amount or retainer basis, the movie studios either accept cash payment or enter into

barter deals with the marketers wherein the brand is offered as barter against exposure in the film (Karrh, 1998). Advertising agencies are not typically involved in facilitating the product placement deals unless the marketer requires cross-promotional advertising. The nature of agreements made between brands and film producers changed in the mid-80s, with the establishment of agencies that specialize in product placement and negotiate agreements between suppliers and movie producers. Suppliers would benefit from brand exposure and film producers would gain financial support as well as a level of authenticity in the production (Nelson and Devanathan 2006). The specialized product placement firms command a dominant role in the market (Turcotte, 1995). Elaborating on the role of the placement firms, Gupta, et al. (2000) explain that such firms help marketers to seek placements in movies which are best suited for the marketers product / brand and help them to reach their target audience effectively.

2.4 Effectiveness of Product Placements

According to Russell (2002), in spite of the growing popularity of product placements as a marketing technique, there is lack of scientific proof regarding how it actually affects audiences. Most preliminary studies have focused on recall and recognition of the products by the audience to judge the effectiveness of the product placement strategy (Babin and Carder 1996; d'Astous and Seguin 1999; Gupta and Lord 1998).

Studies by DeLorme and Reid (1999) and Hirschman and Thompson (1997) suggest that audiences appreciate the realism and cultural meaning depicted by the product placement in the movies. However, a study by Gupta and Gould (1997) indicates that most audiences opine that repeated exposures, explicit commercial motivations and the use of ethically charged product placements are unacceptable to them. The role of product placements has evolved from that of being an inconspicuous element in the surrounding of the movie to that of being an indelible part of the movie (Yang & Roskos-Ewoldsen, 2007). However, regardless of the acceptance and global proliferation of the product placement strategy, it is difficult to verify and determine the effectiveness of the product placements, owing to the inherent nature of the practice (d'Astous & Chartier, 2000). According to Ong & Meri (1994), one of the

determinants of the effectiveness of product placements is based on how they are placed in the film. Russell (1998) explained that product placements in films could occur in three ways - Screen, Verbal or Plot Placements. Screen placements refer to the visual placements of products in the background of the film. In verbal placements the brand / product is verbally mentioned in a dialogue by a character in the film. When the brand / product become an intrinsic part of the movie plot, story or a character, comprising of both screen/visual and verbal components, it is said to be a plot placement. Moreover, a study by Russell (2002) based on the different levels of plot connection revealed that the recognition for high plot visual placements is much greater than products of low plot visual brand placement (Russell, 1998, 2002). Furthermore, Holbrook and Grayson (1986) explain that in higher plot placements, the products usually gain center stage with the story or chief theme or character in the movie, whereas a mere mention of product or the brief appearance of the product would indicate low plot placement. Russell (2002) suggests that most extant studies reveal the following,

1. Verbal Stimuli are more powerful than Screen/Visual Stimuli.
2. High Plot Placements are more effective than Low Plot Placements
3. Attitudes are adversely affected by the in congruency between modality and plot connection.

According to Karrh, et al. (2003), 'dual-mode' product placements are more impactful than those that are uni-dimensional. It was also observed that a verbal/audio mention of the brand without a screen placement was more effective in terms of recall rate than a screen placement without the verbal mention (Gupta and Lord, 1998). Russell (1998) explained that for a product placement to be deemed as successful, it must be able to transfer or influence the affect of the product in the consumers mind. Most academicians have based their studies for testing the efficacy of product placements on memory and memory-related factors like recall, recognition, acceptance by audiences and the usage behavior (Gupta and Gould, 1997; Karrh, Firth, and Callison, 2001; Morton and Friedman, 2002; Russell, 2002; Sargent, 2001). Paivio

(1971) explained that the visual product placements are more effective in cases where both visual and verbal product placements are not available simultaneously. Similarly, Romaniuk (2009) explained that if a brand is showed in the earlier part of the movie and supported by at least one verbal mention, then it could enhance the brand recall for the product.

There is lack of empirical research exploring the effect of the product placement strategy and its influence on the audiences/consumers purchase intention and change in attitude. Very few studies have examined the effect of consumer attitudes and perceptions towards the product placement strategy (Lai-Man and Wai-Yee 2008; McKechnie and Thou 2003; Morton and Friedman 2002). Furthermore, as noted by Karrh (1998), the results of academic research on the influence of the brand placement strategy on brand memory are diverse. In order to increase the number of these studies, the three variables (attitudes towards brand, recall, and purchase intentions) are tested in the current study. Prior research suggests that how the brands are depicted in the movie might lead to different responses from the audience (Russell 2002). The research regarding the effect of brand placements on memory suggests that memory is enhanced for a brand that is placed in a movie, compared with the same brand that is not placed within a movie (Karrh 1998). However, earlier research on the effect of brand placements on brand memory was mixed (Babin and Carder 1996; Ong and Meri 1995). These early findings shifted the research question from whether the brand placements were effective or not to the factors that moderate the effect of brand placements on brand memory. As a result, recent research has focused on the nature of the placements and whether these factors moderate the effectiveness of brand placements on recall and memory for the brand.

2.5 Efficacy of Product Placements - Brand Recall & Brand Recognition

There are three ways in which product placements are incorporated in a movie: a logo is shown, an advertisement is used in the background, or the product itself appears in the film (DeLorme and Reid 1999). Generally, the goal of positioning brands in films is to generate awareness and create high brand exposure (Stewart-Allen 1999). Different dimensions of brand placement categorization have been developed, depending on the nature of their appearance on the screen. Murdock (1992) categorized brand placements as being creative or

on-set. Creative placements are defined as those that appear in the background of the scene, while on-set placements are displayed more notably. This early division gave way to more complex differentiations, which took into consideration both the modes of placements and their link to the story. Traditional measures of effectiveness for any type of marketing communication have been memory based: brand recall and recognition, attitude towards the brand, attitude towards the message, behavioral change or purchase intentions. The objective of any marketing communication message is to increase recall of brand name, brand attributes and benefits, measured in the degree it is remembered or the degree it changes the attitudes and behaviors of message recipients. Researchers and practitioners have been studying the technique of brand placement through the effect it has on consumers' memory, attitudes towards the placed brand, and post-viewing behavior (Andriasova 2006). Karrh (1998) suggests that escalating salience of the brand in placements can affect the consumer's memory.

The efficacy of product placements on memory is believed to be higher for products placed within a movie, as opposed to a product that is not placed in movie (Karrh, 1998). In order to test the effectiveness of the product placement in a movie, it is important to investigate whether the audiences are able to recognize and recall the products, which were viewed in the movie. One of the aims of the product placement strategy is to increase the awareness of the product in the audience's memory. The awareness could either be 'recognizing' the product or 'recalling' the product while considering purchase options (Babin & Carder 1996, p. 141). From the marketers' perspective, when the audiences are aware of their product/brand, it increases the 'share of mind' for that particular product / brand and helps in decreasing the space in the mind allocated to competing products / brands. However, most of the memory-based studies have been based on testing the explicit memory measures - recall and recognition (Law and Braun, 2000). While the explicit memory aids individuals in intentionally recollecting an event, implicit memory involves unintentional recollection of an event (Graf & Schacter, 1985, 1987). Furthermore, studies reveal that implicit memory plays a greater role in influencing the audience's attitudes towards product placements. There is substantial research suggesting that implicit memory may affect the manner in which an individual may interpret events at a later stage and also influence their behavior regarding choice (Jacoby & Witherspoon, 1982; Law & Braun, 2000).

2.6 Efficacy of Product Placements: Brand Evaluations & Consumers Attitudes

While analyzing the efficacy of product placements, it is imperative to study the effect of product placements on brand evaluation. According to Babin and Carder (1996a), there is an association between the product placements and their influence on brand evaluations or attitudes of the audience. However, research suggests that extant studies have only analyzed the explicit measures of brand evaluations and purchase intention. There is substantial research suggesting that the consumer's attitudes can be conditioned without their explicit memory of exposure to the product (Olson & Fazio, 2001). Moreover, implicit memory may be a good determinant of analyzing the consumer's attitudes (Fazio & Olson, 2003). A study on implicit choice behavior conducted by Fazio, et al. (1989) involved asking participants to perform tasks in order to analyze their attitudes towards several products. The task was followed by asking the participants to select a product as gift for participating in the study. This was used as a tool to measure the choice behavior of the participants in an implicit manner. The above study suggests that although the exposure to product placements may not have an explicit change in the audience's attitudes, but it may influence the audience's choice behavior implicitly (Fazio et al., 1989). Even though research has substantiated that viewers may have higher recall with more prominent placements, consumers can also be influenced via incidental exposure to brand names and brand identifiers even when such exposure is not motivated by attentive processing (Andriasova 2006). Implicit memory results in an enhancement of perceptions with regards to the familiarity of the product resulting in favorable evaluations of the product (Klinger & Greenwald, 1994). Thus, it can be deduced based on previous studies that since implicit memory has a longer survival period in the audience's memory compared to explicit memory (Tulving et al., 1982), the product placements viewed by the audience may be present in the minds of the audience in the longer term (M. Yang & Roskos-Ewoldsen, 2007).

2.7 Efficacy of Product Placements: Mere Exposure Effect

Gupta and Lord (1998) state that both mode and prominence are relevant in order to incorporate the brand into the programming and help the marketer to ascertain its cost. Also, different types of placements are expected to have various degrees of impact on consumers' attitudes and memory. In order to comprehend the potential of brand placement and choose the most befitting placement strategy, it is imperative to conduct further studies on the effects of different types of placements. The three dimensions discussed by Russell (1998) exemplify the complexity of investigating how consumers may process product placements. The difference of each of these dimensions illustrates the multidimensional nature of product placements, suggesting that a variety of psychological processes are at work when a viewer comes across a brand in the context of a movie or TV show. At the most basic level, when product placements are merely seen or mentioned in a story, the process may be as simple as mere exposure (McCarty 2004). Studies reveal that 'mere exposure' to a product or brand may prove effective in encouraging a consumer to develop a favorable attitude towards the product, in spite of the fact that the consumer may have no evident recollection of seeing the product (Janiszewski, 1993; Zajonc, 1968). The 'Mere Exposure Theory' has been defined as '*the exposure of an individual to a stimulus is a sufficient condition for the enrichment of his attitude towards it*' (Zajonc, 1968). According to this theory, the repeated exposure is pivotal, implying that if the audience is exposed to the particular product placement repeatedly, then they may evaluate the product more favorably (Perloff, 1993). Corroborating with the above, Zajonc (1968) explained that the success of the mere exposure effect is contingent on the number of times the exposure is repeated, in order to enhance the evaluation of the stimulus by the subject. However, while Zajonc's theory deals with repeated exposures, a study by Gibson (1996) suggests that in some cases only one exposure in case of an advertisement on the TV may also result in influencing the brand attitude of a consumer towards that particular brand / product. Most researchers claim that the idea of a single exposure may not be effective and concur that repeated exposures could result in changing attitudes and purchase intentions. According to Baker (1999), affective classical conditioning is the pairing an unconditioned stimulus (e.g., a beautiful scene) with the conditioned stimulus (e.g., a brand of product) such that the good feelings associated with the scene are transferred to the brand. Even though it is often

discussed in the context of advertising, it is easy to see how such a psychological process can be used in product placements. Russell (1998) explained that viewers might process the products in the background of a scene by this non-conscious association between the brand and the movie. However, the conditioning process requires a viewer to make an association between the response to the scene or movie (i.e., the good feelings) and the brand that is placed. Janiszewski(1993) showed that mere exposure may result in more positive attitudes toward a brand, although the viewer may not necessarily recall the exposure to the brand. It would appear that mere exposure might help clarify some types of product placements particularly the ones involving brands presented as props in one or more scenes of a movie. To sum up, the most likely processing route for product placement messages is peripheral, wherein low-involvement learning continues to occur. Product placement may affect viewers' implicit attitudes, which can be influenced just by mere exposure to the brand name or because of associations created by the brand and the movie/show. Moreover, the mere exposure theory is believed to produce a positive affect towards the stimuli, which may be an indication that the stimuli may be a source of benefit to the individual, hence resulting in influencing the individuals purchase intention (Young and Claypool, 2010).

Most researchers and academicians who have conducted studies on the subject of product placement have concurred that it is crucial to also investigate the acceptability of product placements across different cultures and analyze the manner in which individuals in different countries interpret them (Gould et al.2000). Moreover, most studies indicate that globalization will eventually lead to cultures converging to create a world of one common culture (Tse et al. 1988). However, fundamental elements underlying a culture are durable, resistant to change, and persist through generations. For this reason, despite changes driven by globalization, cultures will retain their fundamental values and identity over generations (Hofstede and Hofstede 1984). Therefore, the examination of cultural effects on consumer behavior is necessary to carefully understand international consumer behavior associated with product placements. In spite of the critical effects of cultural differences on consumer behavior, the question of how culture might moderate consumer behavior remains mostly unanswered because of the confounding culture meaning and its consequences.

2.8 Product Placements: A Cross-Cultural Analysis

Barcellos (2007) highlights that in any discussion regarding the existence of a consumption pattern, generally the consumer within an apparently homogeneous culture or nationality is considered. Since this study is based on two different countries with specific cultural differences, it is important to discuss the cultural differences and the apposite cross-cultural studies. Consumer attitudes vary from country to country (Brennan et al. 2004), hence a standardized marketing campaign between cultural boundaries may have varying effects, some of which may be negative. Although the convergence of technology, income, and media consumption promote homogeneous behaviors, cultural differences lead to more heterogeneous ones (Burton 2003; Jenkins 2006). In order to understand the role of culture in the context of product placement, it is critical to first comprehend the definition of culture (Callow 2000). *'The concept of culture relates to its essence, which is collective mental programming: part of the condition that is shared with other members of the same nation, region or group, but not with members of other nations, regions and groups'* (Hofstede and Hofstede 1984). Culture and communication are closely related (Adler and Gundersen 2008; Hall 1977, 1989). Hall (1977) defines culture as *'a symbolic system that allows individuals to communicate effectively within society'* and Adler and Gundersen (2008) suggest that communication is a crucial vehicle for culture. Thus, communication plays an important role in the context of culture (McQuail 1985). Cultural value is an umbrella concept which includes elements such as shared values, beliefs, and norms that collectively distinguish a particular group of people from other (Ray 1997).

Cross-cultural research has applied sociological and psychological models to compare the behavior of several variables at different levels: national and individual. Cultural issues are particularly important in the context of advertising, where a consumer who is exposed to specific cultures becomes committed to the cultural style of thought and feeling: values and systems, attitudes and even the process of perception are all culturally influenced. Consequently, marketing communications are designed to match a particular society's cultural norms (Wong, Muderrisoglu, and Zinkhan 1987). Cross-cultural studies are important because

cultural differences often serve as barriers in international advertising (Cole and Bruner 1971; Wong et al. 1987).

In marketing, considerable attention is paid to the concept of national culture. The concept that nations have distinctive cultures is accepted unanimously in cross-cultural research. Cross-national marketing observes the responses of individuals in a country and compares them with others. The differences are generally attributed to national cultural differences. A different perspective suggests that cultures are interconnected and they exchange materials (Burton 2003). Initially, the term culture was used to differentiate between national cultures and traditions. Furthermore, there is also a distinction between definitions of culture as a process of spiritual and intellectual development, as a material way of life.

Research on cross-cultural marketing has assumed great importance in academia and business practice. Academically, such research has gained acceptance in both international business journals and in specialized ones. Non-familiarity with the cultures and environmental factors in which research is being conducted may substantially increase the difficulty of achieving comparability. To compare two phenomena, they must share some common characteristics and should also differentiate other ones (Malhotra and Agarwal 1996). The culture of a country can be proclaimed as one of the most important environmental characteristics which lead to differences in people's behavior (Steenkamp 2001). However, many companies / brands have failed to take into account cultural differences among stakeholders. Thus, it is necessary to validate theories that could be tested in different cultural environments, identifying the possibility of their generalization and the discovery of new boundary conditions (Barcellos, 2007).

Researchers in cross-cultural studies do not deny the uniqueness of each culture, while also acknowledging that similarity is always present as well. The most basic assumption in cross-cultural research is that comparison is possible because cultural characteristics (the type of phenomenon that occurs repeatedly) can be identified (Ember and Ember 2009). Hofstede and Hofstede (1984) identified four dimensions of culture in their study, involving over 100,000 IBM employees in more than 40 countries.

These were labeled as the following:

- a. 'Individualism *versus* collectivism
- b. Masculinity *versus* femininity
- c. Power distance
- d. Uncertainty avoidance'

The first dimension describes cultures from freely structured to tightly integrate. The second dimension relates to how the dominant values of culture are assertive or affirmed. Power distance refers to the distribution of influence within a culture and uncertainty avoidance reflects the culture is tolerance of ambiguity and its acceptability of risk (Hofstede and Hofstede 1984). Hofstede and Bond (1988) extended the work of Hofstede and Hofstede (1984) to include a new dimension called the Confucian Dynamism, which subsequently was labeled differently (Hofstede and Hofstede 1991):

- e. 'Long-term orientation *versus* short-term time orientation'

This dimension includes values such as economy, persistence, sense of shame and spatial relationships. Long-term orientations, according to the authors, encourage the economy, perseverance over the results, and the willingness to subordinate oneself for some purpose. For Ember and Ember (2009), comparisons in *cross-cultural* studies vary along four dimensions:

1. Comparison of geographic scope (if the sample is global or if it is limited to one geographical area).
2. Sample size (comparison between two cases, whether small scale (less than 10 cases) or extensive)

3. Whether the data used are primary (collected by researchers in various fields explicitly for a comparative study) or secondary (collected by third parties)

4. If the data in a case only belongs to a period of time (synchronic comparison of cases) or two or more periods of time (diachronic comparison).

In spite of the critical effects of cultural differences on consumer behavior, the question of how culture might moderate consumer behavior remains mostly unanswered because of the confounding culture meaning and its consequences. Also, some researchers predict that globalization will eventually lead to cultures converging to create a world of one common culture (Tse et al. 1988). However, fundamental elements underlying a culture are durable, resistant to change, and persist through generations. For this reason, despite changes driven by globalization, cultures will retain their fundamental values and identity over generations (Hofstede and Hofstede 1984). Therefore, the examination of cultural effects on consumer behavior is necessary to carefully understand international consumer behavior associated with product placements.

According to Gould, et al. (2000) it is necessary for marketers to analyze and study the ramifications of product placement on a cross-cultural basis in order to comprehend the issues related to standardization vs. adaptation. Since it is not possible for a filmmaker to have different international versions based on the product placements offered by the marketer, hence the product placement strategy becomes a strategy of standardization. Studies have revealed that audiences correlate the product placements they view in the films with their actual, social world and consumption related behavior. (DeLorme, et al., 1994; DeLorme and Reid 1999). In corroboration of the above, Russell (1998) explained that the usually transformational and affect linkages are responsible for the consumers purchase related behavior. Furthermore, studies have revealed that when audiences watch product placements in films, such linkages influence their decision-making behavior. Moreover, based on the levels of their ethical perceptions, the audiences usually have different levels acceptability of towards product placements (Gould, et al., 2000). As revealed by Lee, et al. (2010), both advertising and product placements can be used as a determinant for reflecting the values and

meanings in a particular culture. Moreover, the consumers purchase behavior may also be dependent on the cultural orientation and ethics of the individual. Culture determines whether the audience finds a particular placement acceptable and ethical or vice versa (Lu et al., 1999). Cultural values are connected to the rules, values and moral code of behavior within a particular culture (Singhapakdi et al., 1999). Increasingly many researchers and academicians have conducted studies on the subject of ethical issues regarding product placements (Lee, 2008).

According to Lee, et al. (2010), there are numerous studies based on cross-cultural comparisons of advertising and promotion. However, there is dearth of research regarding how audiences from different cultures comprehend, perceive and process product placements. There is also lack of studies, which explain the extent to which product placements affect perceptions. Seminal studies on culture by Hofstede (1980, 2001) reveal that culture is a rather intricate construct or ‘mental software’ for perceiving the social and physical world, by a group of individuals who share common attitudes and values. Levitt (1983) discussed that the globalization of markets have resulted in the consumption patterns of younger audiences to converge despite their country of origin and culture (De Mooij 2003). According to Eisend (2009), the young adults are the main audiences of movies and the critical target for most product placements in movies. But it remains an unverified issue whether the younger audiences from different countries / culture have common choice behavior, attitudes and purchase intentions regarding product placements. Studies have revealed that attitude based differences have been observed towards product placement based on the cultural background and orientation of the consumers (Gouldet al., 2000;Karrhet al., 2001; McKechnie and Zhou, 2003; Nelson and Devanathan, 2006). Moreover, extant literature suggests that in spite of the globalization of media, the interpretation of the product messaged may still be contingent on the local cultures in which such movies containing the product placement are viewed. This concept has been explored and studied as ‘Glocalization’ (Robertson, 1992).

Historically, cross cultural studies are the result of the integration between the comparative management field and organizational theory (Negandhi 1983). Several researchers in marketing have used the Hofstede and Hofstede model (1984) as a framework for testing cross

- cultural differences (Albers-Miller and Gelb 1996; Erdem, Swait, and Valenzuela 2006; Lee and Green 1991) and studies have also been conducted (Albers-Miller and Gelb 1996; Erdem et al. 2006) to analyze the culture of Brazil. National culture has been identified as a key feature essential to comprehending and highlighting the differences in consumer behavior (Lynn, Zinkhan, and Harris 1993). The unique cultural characteristics across countries are a result of shared values, norms, and learned behaviors that relate to culture (Scholtens and Dam 2007). In a cultural framework, individuals can be viewed as materializing cultural characteristics, which depend on socially shared values and norms. Consumers learn values and norms about the acquisition, consumption, and disposal of products or services through socialization in their communities (Moschis 1987). Consumer behavior is influenced not only by a consumer's own structure, but also by the norms and beliefs of the cultural setting (Triandis 1989). Thus, consumption is culturally specific and expressed within or in relation to specific significant ways of life (Slater 1997). Furthermore, individual preferences, which are born within a culture, draw on languages, values, norms, and habits that are social in nature (Slater, 1997). The growth of globalization has generated a homogenization of consumers' desires and needs (Levitt 1993). Thus, many of the promotion activities in the world are converging with the development of media vehicles and the implementation of global marketing strategies. According to Hofstede (1980), 'Individualism-collectivism' is one of the most important dimensions indicating the difference in culture, with regards to cross-cultural studies. Individualism is defined as a social pattern that consists of individuals who see themselves as autonomous and independent (Triandis, 1995). Some examples of individualistic cultures are USA, Northern & Western Europe, where emotional independence, freedom and privacy, personal goals and clear communication are given utmost importance (Kim & Wilson 1994). Triandis (1995) defined collectivism as the pattern where individuals consider themselves as belonging to a family, group, community, etc, where emotional feelings, harmony, cooperation are very important aspects. Some examples of collectivistic cultures are Korea, Japan, China, Taiwan and Singapore. Prior cross-cultural studies have observed similarities and differences in responses to product placements. Gould et al. (2000), conducted a study of American, Austrian and French young audiences and explained that while all the participants considered product placements of 'ethically charged products' as inappropriate, the American participants were overall more receptive and accepting of all

product placements in films, compared to the Austrian and French participants. Another study by Karrh et al. (2001) revealed that while both American and Singaporean young audiences showed acceptance in buying products placed in movies, the Singaporeans were not as positive minded about accepting such practices in movies as compared to their American counterparts. Some studies indicate that audiences have opinions about the genre or category of films in which they find product placements as acceptable promotional tools. With regards to the above, the American audiences believe that product placements are acceptable in comedy, romantic, action and drama based films (Sung and de Gregorio, 2008; de Gregorio and Sung, 2009). A study by Hall (2007) explained that in countries like the United Kingdom, audiences view product placements as 'sneaky advertising' and may get offended by such practices.

Culture plays an important role in determining what is acceptable / unacceptable, ethical / unethical (Luet al., 1999). The values embedded in the culture are related to the rules and standards and code of conduct, which are a part of a culture (Singhapakdi et al., 1999). However, the globalization of media and escalating growth of product placements has led to a rise in ethical questions regarding the product placement practice in different cultures and groups (Lee, 2008). Academicians and researchers have explained that the associating ethically charged product placements may result in young audiences getting influenced towards using such products (Campbell, 2006). Another determinant, which has been used for marketing and promotions in different cultures, is based on the high-/low-cultural context framework. Hall (1976) explained that high and low context cultures are defined by the degree to which the audiences in those countries are aware of the subject being discussed. In low-context cultures, the audiences stress on words and the communicators are expected to be absolutely clear, whereas in high-context cultures, audiences consider verbal communications as merely a part of the message and depend mostly on implicit messages and cues (Taylore et al., 1997; Choiet al., 2008). Researchers explain that cultural context plays an important role in determining how audiences comprehend and perceive product placements (Karrhet al., 2001; McKechnie and Zhou, 2003). While product placements are available to audiences across different cultures through movies and TV shows they interpret them in a different manner (Gouldet al., 2000; Nelson and Devanathan, 2006). For example, audiences in low-context cultures, like USA prefer informational messages. While audiences in high-context cultures,

like Korea, Japan, etc favor likely to favor transformational messages (Hall, 1976; De Mooij, 2003). However, Americans are more accepting of the realistic aspect of product placements since they belong to a low-context and realistic culture. Previous studies also reveal that audiences have specific ideas about whether what types of products, services and media genres the find acceptable for product placements (Sung and de Gregorio, 2008; de Gregorio and Sung, 2009). American audiences believe that comedy; action, drama, and romance movie genres are conducive for product placements (Sung and de Gregorio, 2008).

Empirical cross-cultural studies should consider methodological issues (Cavusgil and Das 1997; Negandhi 1983), including the marketing and consumer research areas (Samiee and Jeong 1994). A variety of methodological approaches that can be used in cross - cultural research, but the context of marketing has traditionally been dominated by quantitative methods (Burton 2003). Aiming to obtain an alternative approach, with more than one paradigm (Sauerbronn and Cerchiari, 2004) for consumer behavior analysis (besides the positivist paradigm), the current study also presents a qualitative approach, indicated by some research (Craig and Douglas 2001; Luna and Gupta 2001) as more suitable for cross - cultural studies. From the above, it can be deduced that audiences across different countries and cultures may perceive product placements differently depending on their cultural backgrounds (Nelson & Devanathan 2006). It is crucial to explore the effects of cross-cultural factors on product placement in order to provide an insight into macro factors (Karrh 1998). As explained by Karrh (2001) the product placement research till date has focused on Western audiences.

Culture conveys and transfers product meanings through the promotional system and these meanings can be engaged by the consumer (McCracken 1986). That idea can be extended both to product placement (Russell 1998) and cross-culturally (Gould 1998). Thus, the differences in consumer perceptions regarding product placement in different countries may be attributable to cultural influences related to consumer behavior (Brennan, Dubas, and Babin 1999; Craig-Lees et al. 2008; Gould et al. 2000; McKechnie and Thou 2003). As a result of the difference in consumer perceptions, the effects of product placement in a movie may vary in across countries (Gould et al. 2000). While several researchers have explored how individuals in different cultures respond to product placement, the current study highlights four cross-

cultural research studies: Gould et al. (2000), Karrh et al. (2001), McKechnie and Thou (2003) and additionally another study by Gould et al. (2000) in Australia. Researchers propound that insignificant research has been conducted to explore how consumers respond to this international strategy (Nelson and Devanathan, 2006) and there are even fewer comparative studies of countries with widely varying cultures (Hudson and Hudson, 2006). According to Karrh (1998) there are cultural differences regarding attitudes about product placement that should be considered. However, a marketer cannot create local product placements in films as easily as in local commercials. While many American movies are widely exported, the strategy of universal product placements may not be culturally appropriate. To consider product placement in a wide cross-national or cross-cultural scale is important from a marketing point of view keeping in consideration the issue of "standardization versus adaptation" (Gould et al. 2000). In addition, there are reasons to presume that consumers of different nationalities may have different attitudes regarding product placements; which may be effective in a particular country only (ChangHyun and Villegas 2007; Gould et al. 2000; Hudson and Hudson 2006; McKechnie and Thou 2003; Nelson and Devanathan 2006). Even with the rapid growth and usage of product placements worldwide, the consumer perception about the strategy is varied across countries. Previous studies on product placements in films have been focused on American audiences (ChangHyun and Villegas 2007; Gupta and Balasubramanian 2000; Gupta and Gould 1997, 2007; Morton and Friedman 2002), American, French and Austrian audiences (Gould et al. 2000), Australian audiences (Brennan et al. 2004; Craig-Lees, Scott, and Wong 2008), Indian audiences (Nelson and Devanathan 2006), Chinese audiences (Lai-Man and Wai-Yee 2008), U.S. and Chinese audiences (McKechnie and Thou 2003), Taiwanese audiences (Ming-tiem et al. 2007), and U.S. and Singaporean audiences (Karrh et al. 2001). With regards to Brazil, two prominent studies on product placement have been undertaken. Firstly, the research by Carvalho et al. (2008), which compares the efficiency of a TV commercial with a product placement in a Brazilian soap opera, and the work of La Pastina (2001), which identifies different interpretations of Brazilians about appearances of brands in soap operas. As a summation of the above, Delorme and Reid (1999) suggest the need to investigate product placement internationally, because many brands may have no meaning for foreign audiences, while others may be associated not only with their consumption but also with different cultural values and comprehensive lifestyles.

2.9 Summary table of the main articles on Product Placement

There are three ways that product placements can appear in a movie: a logo is shown, an advertisement is used in the background, or the product itself appears in the film (DeLorme and Reid 1999). Generally, the goal of positioning brands in films is to generate awareness and create high brand exposure (Stewart-Allen 1999). I gathered the main articles on product placement and their summaries are shown in table.

STUDY	TOPICS	METHODOLOGY / SAMPLE	RESULTS
1. Nebenzahl and Secunda(1993)	Analysis of attitudes toward product placement in movies.	171 undergraduate Americans answered a questionnaire.	It was found that most respondents do not care about the appearance of brands in movies. Product placement is presented as an effective technique.
2. Balasubramanian(1994)	A study of a growing trend of marketing communications: hybrid messages.	Bibliographical research.	The author discusses pros and cons of using the strategy and an agenda for future research on the topic.
3. Sabherwalet al(1994)	Recall and associations with the brand placement using visual x-verbal visual placement.	62 undergraduate students.	Audio-visual placement can lead to higher levels of recall or recognition than just visual placement.
4. Babin and Carder (1996)	Analysis of brand recognition.	98 college students.	Brand salience was insignificantly higher for the group examined than for the control group.No significant difference in attitude.
5. Gupta and Gould (1997)	Research on the acceptability of ethical issues and the strategy of product placement in movies.	Quantitative approach, with a questionnaire to 1012 students.	The authors suggest that accepting product placement varies from culture to culture. They found a

			direct relationship between the frequency with which viewers watch movies and a positive attitude to product placement.
6. Karrh(1998)	Theoretical discussion of <i>product placement</i> .	Bibliographical research.	Product placement types were differentiated. The nature of the link between the show and the product in terms of learning theory, and the strength of the link between the show and the individual in terms of behavioral model were examined.
7. Gupta and Lord (1998)	Analysis of the Influence of product placement prominence in films on recall, compared with traditional advertising.	274 undergraduate students from the United States watched a movie clip and then answered some questions.	Prominent placements produced higher recall than the commercials, which showed, in turn, better performance than subtle placements. The mention of a brand, without the vision of it, had better recall than one subtle visual placement without audio reinforcement. However, the addition of a supplementary audio message did not increase the recall of a product that already had a good visual appearance.
8. DeLorme and Reid (1999)	Analysis of the experiences and interpretations of consumers on brands in films.	Qualitative approach, applying the grounded theory technique of nearly 99 filmgoers, with focus group and in depth interviews.	Regardless of age and the frequency of movie watching, the respondents are active participants and interpret the brands found in the movies. For the older ones, brands in

			movies symbolized social change and for the younger ones security and belonging.
9. d'Astous and Séguin(1999)	Analysis of the impact of different strategies of product placement on consumer reactions in a sponsorship context on television.	93 Canadian graduate students answered a questionnaire with the manipulation of 4 factors: type of placement, image of sponsorship, type of television program and congruence between sponsorship and program.	It was found that the strategies of product placement impact differently on consumers' evaluative and ethical judgments and their effect interacts with the type of television program. Evaluations of product placement are more negative in the context of mini series / drama television style. Placements that have a passive role generally are perceived as less ethical. The congruence between the program and sponsorship leads to better ethical and evaluative reactions of consumers.
10. d'Astous and Chartier(2000)	Exam of the Impact of objective and subjective characteristics of <i>product placement</i> on the evaluation and memory of consumers.	Regression Analysis/103 people who watch movies.	It showed that although the prominent display of a brand in a film has enhanced its recognition, at the same time it had a negative impact on recall.
11. Gupta et al.(2000)	It shows a formal test of cross-cultural differences and presents a review of product placements from multiple perspectives.	Same as Gold and Gupta (1997).	They found that here's a country effect on the acceptability of ethical versus unethical products. They also checked that U.S. consumers are more favorable to product placement than the other

			<p>research countries. There was a product X sex interaction regarding the acceptability of product placement. More frequent moviegoers accepted more product placement than the less frequent ones. Besides that, it was found that positive attitudes toward product placement affect reported purchase.</p>
12. Avery and Ferraro (2000)	<p>Examines the commercial practice of product placement.</p>	<p>It was evaluated through content analysis 112 hours of primetime television of the 4 major television networks in the United States in a seven-day period in 1997.</p>	<p>Trademarks are prolific in this environment, with most of them appearing in coverage of live events or on other topics. Most brands appear subtly in scripted programs for passive persuasion. Those with prominent appearance are enhanced by the interaction of character and embedded in the plot of the story.</p>
13. Law and Braun (2000)	<p>Research on the effectiveness of product placement with the use of 2 different types of explicit and implicit ones.</p>	<p>111 undergraduate students participated in an experiment, where they watched one of two clips of 10 minutes of Seinfeld. Then, they answered a questionnaire.</p>	<p>Placements influenced the recall and recognition tests and impacted the new implicit purchasing measure. The effectiveness of the modality of placement was also different depending on the test applied. The audio-visual placements were better remembered but less chosen. The products presented only visually were less remembered, but</p>

			they influenced the choice more.
14. Gould et al.(2000)	Across-cultural study in 3 countries was performed in an attempt to analyze the cross-cultural attitudes of these consumers regarding product placement.	ANOVA / Regression / with 1012 American, 204 French and 240 Austrian College Students	The country, product and individual differences have an impact on the acceptability of product placement and behavior of a potential purchase.
15. La Pastina(2001)	Analysis of <i>product placement</i> in Brazilian soap operas from a year ethnographic study.	Participant observation in a rural community in northeastern Brazil.	The findings suggest that product placements in soap operas are not seen as a direct product promotion or advertising.
16. Karrh et al. (2001)	Analysis of attitudes toward product placement in different countries and cultures.	97 graduate students from the U.S. and 97 from Singapore completed a questionnaire.	Singaporeans perceive less the appearances of brands than the Americans, but they had a greater concern about the ethics of product placement and supported more government restrictions on the activities of placement. However, both countries pay attention to brands in movies and on TV.
17. Morton and Friedman (2002)	Study of different beliefs about product placement in movies.	132 undergraduate students answered a questionnaire about their beliefs about product placement.	The results suggest that a set of beliefs can be useful in predicting the product use behavior. Moreover, the authors found changes in positive attitudes

			toward products that have appeared in movies.
18. Russell(2002)	Conceptual model test for the practice of product placement.	Experiment with groups of 30 undergraduate students, each group saw one of the three versions of the program (<i>sitcom</i>).	The mode of presentation (visual and audio) of the <i>placements</i> and the degree of connection between the brand and the plot of the show interact to influence change in memory and attitude.
19. Karrh et al.(2003)	Perception of product placement practitioners.	Survey with ERMA members, getting 28 respondents.	Practitioners believe that execution factors and a set of brands are important for strategy effectiveness.
20. Mckechnie and Zhou (2003)	Study on the attitudes of Chinese consumers about product placement and comparison with American consumers.	108 Chinese watched an edited clip with 4 movies in 17 minutes and answered a questionnaire.	Chinese consumers are less willing to accept the strategy of product placement than Americans. Individual differences haven't had much impact, given the wide differences in cultural values between the U.S. and China.
21. Brennan et al.(2004)	Replication study on attitudes and perceptions of film audiences about the acceptability of the <i>product placement</i> strategy and attitudes towards products ethically incorrect.	146 Australians answered a questionnaire.	The results indicate that product, sex and amount of films watched have an impact on the acceptability of the strategy of product placement. Consumers consider that products ethically incorrect are less acceptable than the neutral products. Men accept more both products ethically incorrect and neutral products.
22. Auty and Lewis (2004)	It seeks to understand	An experimental	The exposure of the

	the influence that product brands that appear on television programs and movies have on children.	design with 105 secondary school children in the UK.	brand in the film significantly influenced the choice of product.
23. Roehm et al (2004)	It compares two forms of exposure to the brand: product placement and Celebrity Plugs.	Experiment with 121 MBA students.	The plugs have an advantage in retention.
24. Russell and Belch (2005)	It makes a management research with key players in the product placement industry.	The research involved two phases: 1) secondary data, 2) interviews with product placement industry participants.	It shows the state of the art of product placement industry, still new but growing fast.
25. Tiwusakul et al.(2005)	It reports a category known as explicit and non-integrated. product placement.	Small sample of young people who watch shows on British TV / Interviews and used a questionnaire adapted from Gupta and Gould (1997).	Respondents showed favorable attitudes toward product placement, which was corroborated by qualitative interview data.
26. Nelson and McLeod (2005)	Analysis of the behavior of teenagers towards product placement and brand.	Multiple Regression/462 American teenagers.	Awareness of the brand perceived by relatives and friends were positively related to adolescents' consciousness.
27. Schmolletal.(2006)	Attitudes toward <i>product placement</i> .	ANOVA / Regression 305 Baby Boomers consumers.	Reinforce the findings of studies conducted with college students, regarding attitude towards product placement.
28. Gould and Gupta (2006)	Study with <i>Game Shows</i> audience and products showed on them.	101 American students/ Interpretive analysis.	They developed a model with 3 questions of constructed meanings: consumers, game shows and product introductions, each with its emerging topics.

29. Winkler and Buckner (2006)	It examines the level of recall of products, brands and firms in advergaming.	Snowball technique with 80 individuals.	Players are more receptive to the messages of advertisements; advergaming can work more effectively for advertising; respondents who were negative on advertising in general were also negative on ads in games.
30. Hackley and Tiwaskul(2006)	Conceptual study on consumer engagement with brands in the product placement context.	Bibliographical research.	It was suggested that the term entertainment marketing is a useful label for an emerging field of marketing communications that dissolves the boundary between cognitive promotion and entertainment. Three research fields were highlighted: brand representation, customer experience and customer identification.
31. La Ferle and Edwards(2006)	Study of product placement on prime time U.S. TV.	The authors investigated 105 hours of programming from 4 major TV networks.	They found 2327 brand appearances in 102 different programs in a week of programming in prime time, containing 335 unscheduled appearances. The characteristics of the appearances and the brands were detailed.
32. Balasubramanian, Karrh and Patwardhan(2006)	Development of an integrative conceptual model that captures how the messages conveyed by the product placement generate results on the audience.	Bibliographic research for the creation of 14 groups of propositions and later the model.	The study includes potential effects and interaction between variables of the model for the propositions creation and the suggestion of several future studies.

<p>33. Nelson and Devanathan(2006)</p>	<p>Research on perceptions of the strategy of product placement in Bollywood movies.</p>	<p>86 students attended an Indian Bollywood movie and answered a questionnaire.</p>	<p>Involvement with the movie presented an adverse outcome in the recall of the brand, while brand awareness had a positive effect. Brand awareness was positively related to the concept that product placement enhances the realism of the film, but not related to attitudes about the strategy in general.</p>
<p>34. Hudson and Hudson (2006)</p>	<p>Identification of branded entertainments being or not a new technique for advertising or another way of product placement.</p>	<p>Bibliographical research on the evolution of product placement and analysis of the two concepts.</p>	<p>It was emphasized that branded entertainment is a new term used to describe a more contemporary and sophisticated use of product placement.</p>
<p>35. Nelson et al. (2006)</p>	<p>Contrast of the media context influence (playing or watching) and psychological response (telepresence) in the recall of consumer preference and perceived persuasion for real and fictitious brands in racing games.</p>	<p>62 people were exposed to a game with various effects and real and fictitious brands. They were randomly selected to play or watch.</p>	<p>The authors observed that play prevented the recall but had no effect on preference for the game or perception of persuasion between brands. Telepresence and preference for the game were positively related to perceived persuasion for real and fictitious brands.</p>
<p>36. Moonhee et al. (2006)</p>	<p>Examination of the effect of brand names in video games in the memory of college students.</p>	<p>Experiment with 153 undergraduate students.</p>	<p>There was a level of explicit memory for the brands, but they showed implicit memory for the brands featured in video games.</p>
<p>37. Redondo (2006)</p>	<p>Analysis of products in films to reach consumers.</p>	<p>470 products in 35 films were evaluated.</p>	<p>These products took advantage of the existing positive association between viewers and</p>

			consumers, and the peers "film-product" have been relatively successful in an intuitive way. The target segment gave a better association with placements highly connected to the plot.
38. Matthes, Schemer, and Wirth (2007)	Investigation of placement exposure frequency, involvement of spectators and viewers' understanding of persuasion in attitudes toward brand and recall.	Experiment with 115 students. Presentation of excerpts from programs with and without placements.	Results indicate an effect of mere exposure, which shows that a frequently shown brand can have a positive effect on the evaluation of the brands, though viewers do not remember it.
39. Glass (2007)	Study on the effect of brands presented in video games on players.	133 undergraduate students played a video game that had brands and then completed an implicit association test to see if they had more positive attitudes toward brands displayed or other equivalent brands.	Respondents categorized the brands featured in the games as good significantly faster than they classified as poor. The categorization of brands featured in the games as good was also faster than the brands that were out of the game categorized as good.
40. Gupta and Gould (2007)	Assessment of the product placement relative effect versus commercials regarding recall in game shows.	A clip of a game show in the United States was presented, containing both awards and commercials to 167 undergraduate students. Regression was run to check the recall.	Among the effects, place and price were important predictors for the recall of the award and the commercials had a better recall.
41. ChangHyun and Villegas (2007)	Study of the role of brand evaluation and presentation of the product in comedy films in the	The study conducted an experiment with 185 undergraduate students, who watched two clips, one with and one	Presentations of brands in films with humor resulted in positive emotional responses from

	consumer's judgment stage, investigating its effect on consumer response.	without humor.	consumers. Brand evaluation plays an important role in processes of subsequent decision making.
42. Ming-tiem et al. (2007)	Study of how subliminal advertising works when it takes the form of product placement in a popular movie.	94 people watched the ET film in a cinema and responded to a questionnaire.	It turned out that great brand awareness results in a massive recall, more positive attitudes and greater intention to purchase the presented product.
43. Cowley and Barron (2008b)	Investigation of conditions in which product placement can cause a negative effect on attitude toward the brand.	Study with 215 undergraduate students, who watched two episodes of Seinfeld, one with commercials on the same brands presented in the episodes plus the placements and another with only the placements.	Prominent placements can negatively impact on the attitudes of viewers who love the program regarding the brand. Moreover, viewers who enjoy little the program suffered a positive impact on their attitude toward the brand prominently presented.
44. Carvalho, Yetika and Giraldi (2008)	Compares the efficiency of a TV commercial with product placement in a Brazilian soap opera.	Two convenience samples of 33 women watched two edited videos with excerpts from a soap opera. One had a commercial of a brand and the other one a <i>placement</i> in a scene of the soap opera.	The placement has been shown more effective than the traditional advertising shown on the commercial.
45. Lai-Ma and Wai-Lee (2008)	Study of different categories of product placements techniques known as implicit, explicit, integrated and not integrated in the context of soap operas in Hong Kong.	Experiment with 125 respondents, who watched 20 minutes of soap opera and answered the questionnaire.	It was observed that the style of execution has great impact on the placement recall.
46. Redondo and Holbrook (2008)	Analysis of the film adequacy to promote products when considering the fit	Evaluation of 70 films, collected from the Estudio General de Medios base, Spain.	The research investigates how this adaptation is predicted by the

	between watching the movie and consuming the product or service presented.		characteristics of the films (plot and country of origin), in order to identify what types of film are better for various product categories.
47. Craig-Lees et al. (2008)	Study on the perception of <i>product placement</i> Australian and American practitioners.	Replication study done by Karrh, Pardun and McKee (2003).Data were gathered through an online survey among the practitioners of the strategy.	Many beliefs and attitudes of Australian practitioners are more similar to those found among North American practitioners on research done in 1995 than the one made in 2003.Similar to the American ones, Australian practitioners are less inclined to use academic research in their decision making.
48. Sung et al. (2009)	Investigation of the attitudes of a sample of non students regarding product placement in movies.	Sample of 3,340 U.S non-students.	Non- students are more neutral regarding the practice than students and they are positively related to product placement and do not perceive the practice as unethical.
49. Brennan (2008)	Study on brand placement in novels.	Through an experiment, 120 undergraduate students from the United States read a chapter and met a number of questions about the story and participated in a recall test. In a second experiment, 94 students participated of the survey.	Results showed that the omission of a letter in a brand name induces a higher level of <i>recall</i> than several pieces or the full name of the brand.
50. Eisend(2009)	Application of the generalizability theory approach.	Data from 7 different countries	Attitudes toward ethically incorrect product placement can be described as

			indifferent in all countries, while the neutral products are considered highly acceptable, although acceptability varies from country to country.
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2.10 Fit Model

There are theories that support behavioral intention of human beings following a given stimuli. This research uses attitude, intention and norms to measure factors that are likely to affect in one way or another, the attitude of consumers. The stimulus in this case is product placement, where the research aims to ascertain differences and similarities in the Brazilian and American consumers' behavior of movies with respect to product placement.

Consumer behavior model is known to be influenced by a number of factors both internal and external factors. Factors influencing consumer behavior include cultural factors, environmental influence, social factors, personal factors and psychological factors. Marketing programs also influence consumer behavior depending on the marketing objectives, marketing strategy and marketing mix applied. Product placement is one of the strategies that organizations use to enhance awareness among consumers with the main aim of retaining customers as well as attracting new consumers. Product placement as indicated in the above mode influences buyer decision with respect to the product or service in question.

Research questions

The following research question was designed following thorough discussion in the previous sections of the research. What are the differences and similarities in the Brazilian and American consumers' behavior, based on the influence of the product placement strategy? The study sought to investigate product placement in movies in a cross cultural study between Brazil and the USA by looking at the behavior of consumers following influence of the product placement strategy. Product placement may generate certain behaviours among

consumers making it instrumental to analyze the consumer perceived value of movies in relation to product placement.

Hypothesis Development

A 'Hypotheses' is an unproven proposition that tentatively explains a particular phenomenon. Furthermore, using statistical testing a researcher can determine whether the theoretical hypothesis is supported by empirical evidence (Lee and Lings, 2008). The preceding sections defined the conceptual background and theoretical support for the current study. This section extends the discussion by developing hypotheses to test the research questions arising from the study. The hypotheses are formulated by analyzing the existing theoretical frameworks and previous research on brand placements in movies. Based on this, four categories of variables will be used to compare the behavior of consumers in Brazil and the United States under the influence of the product placement strategy: attitude towards the brand, recall, recognition and purchase intentions. With regards to the above-mentioned variables, it is expected that some aspects of these variables are convergent, and while others will diverge (Burton 2003; Malhotra and Agarwal 1996; Samiee and Athanassiou 1998).

According to studies by Karrh, et al. (2003) movies are an effective medium for marketers to include brand placements because films have the ability to influence mood, social judgments and have the benefits of having a longer shelf life and global distribution (Forgas and Moylan, 1987). The above is corroborated by Moster et al., (2002) who explained that movies enable marketers to expose and promote their products / brands to millions of customers, making product placements a rapidly growing marketing communication medium. Furthermore, studies by Keller (1999, p.102) suggest that consumers exposed to product placements through a stimulus like movie are more likely to later on recall an advertisement or commercial for the brand. There is academic evidence to suggest that the influence of the product placement on a consumer's memory is better in cases where the product is placed within a film, as opposed to the same brand that does not feature in a film (Karrh, 1998). Considering the above, it can be surmised that product placements in movies could be used a strategic tool to increase a consumers brand knowledge, comprising of 'brand awareness and brand image,' (Keller, 1999,

p. 102). However, there is conflicting research, which suggests that influence of product placements on the consumer's brand / product related memory is divergent and not always positive (Babin & Carder, 1996a, 1996b; Ong & Meri, 1994 cited in Yang & Roskos-Ewoldsen, 2007). Moreover, it is difficult to comprehend and establish the effectiveness of product placements despite its escalated use to target audiences, since most of the extant data on the effectiveness of product placements is patented (Karrh, 1998; Yang, Roskos-Ewoldsen, & Roskos-Ewoldsen, 2004). Furthermore, it is difficult to ascertain the effect of product placements due to its dynamic nature (Babin & Carder, 1996a; Bhatnagar, Aksoy, & Malkoc, 2004; d'Astous & Chartier, 2000; Gupta, Balasubramanian, & Klassen, 2000). The inconsistent results of extant studies prompt the development of the hypothesis as proposed below;

H1: Consumers / Participants who viewed the brands / products in the movie have a higher brand / product recall compared to the consumers / participants who did not view the brands / products in the movie.

Russell (2002) explains that the different levels of product placement could result in varied reactions from the audience. A study conducted by Russell (2002) investigated the consequences of varying levels of two types of plot connection on product placements. Firstly, high plot placements wherein the products / brands feature prominently in a story line (Russell, 1998, p. 357). Secondly, the low plot placement where the product / brand appears in the background (Russell, 1998, 2002). The results of the above-mentioned research suggested that the product / brand recognition rate was higher for products of high plot visual placement than the low plot visual placement. Thus implying, that a low plot placement (a brand in the background) may not be as effective as a high plot placement (Russell 2002). However, the background placement is the cheapest option among the product placement strategies (McCarty 2004) and the easiest to be included in the movie, since it is not involved in the script and has no audio mention, it is one of the cheapest marketing and promotional tools for practitioners and the inclusion of brands / product placements in movies is relatively undemanding because it is least likely to encounter on the spot counter argumentation. Lastly, previous studies have revealed that the mere exposure effect impacts consumers' attitude

towards the brand placed. The mere exposure (ME) induces positive reaction to familiar stimuli as compared to their novel counterparts (Zajonc, 1968). According to Young and Claypool (2009), previous mere exposure to stimuli can provide valuable information regarding the most vital stimuli in the current environment. Researchers have suggested that an individual's memory may work tacitly or implicitly without awareness. Furthermore, the implicit memory may influence the interpretation of future events (Jacoby & Witherspoon, 1982) and behavior related to choice (Law & Braun, 2000). With regards to background placements, since they are not in the foreground, they do not receive the same amount of processing as the prominently appearing brands. However, the mere exposure or implicit memory of the consumer may enable the consumer to recall the brand for a longer time (Graf & Mandler, 1984; Graf et al., 1982; Jacoby & Dallas, 1981; Tulving et al., 1982). Furthermore, with regards to the cross-cultural effect of product placement, several studies have raised questions about apprehending the similarities and differences in the acceptance of product placement across consumers from different nations (Gupta and Gould, 1997). Gould et al. (2000) and Brennan et al. (2004) demonstrated significant differences between gender and movie watching frequency among Americans, Austrians, French and Australians. Previously conducted cross-cultural studies (Gould et al. 2000; McKechnie and Thou 2003) revealed that U.S. consumers have a tendency to accept product placement more than the French, Austrian and Chinese consumers. In a study conducted by Tiwsakul, et al., (2005) in USA, it was observed that most respondents in the survey were not affected by the appearance of brands on television programs. Numerous studies have revealed that consumers in different countries may possess different attitudes towards promotional messages and advertisements (Ramaprasad, 2001). Moreover, researchers have observed that the decisions made by consumers belonging to individualistic cultures like US are contingent on accurate facts and driven by a need of the consumers to derive their own conclusions. However, in collectivistic cultures consumers base their decisions on emotional appeals rather than rational appeals (Han and Shavitt, 1994; Taylor et al., 1997). Thus, it can be concurred that there is basis for assuming that there is a discernible difference between consumers in different countries with regards to their attitude towards product placement. Most of the extant research has focused on the effectiveness of product placement as a promotional strategy. However, since most of the studies are based in US, there is a dearth of research on how the product placement strategy is

perceived by consumers in different countries (Gould, et al., 2000). A study by Gould, et al. (2000) comprising 1012 US, 204 French and 240 Austrian college students explains that the country of origin and subjective differences of the individuals belonging to those countries, may affect not only their acceptance levels of the product placements but also affect the purchase intention. Furthermore, the results indicate that the standardized strategy of product placement across different countries and cultures can exist despite the subjective differences and interactions. To investigate the above mentioned issues discussed here, the following 3 hypotheses were proposed with regards to cross-cultural analysis of product placements between participants from USA and Brazil;

H2: US Consumers / Participants are able to recognize and recall brands / products which appear in the background of the movie than Brazil.

H3: Consumers / participants from USA are more accepting of product placements compared to their counterparts in Brazil.

H4: There are discernible similarities in consumer / participant brand attitudes and purchase intentions in consumers / participants from USA and Brazil in spite of the fact that their country of origin is different.

CHAPTER III - METHODOLOGY

3.1 Background

This study was designed to investigate the differences and similarities between Brazilian and American consumers regarding product placement in movies. The current chapter presents the survey methodology and measurements used to gather data and test the hypotheses proposed in the previously. The next sections describe the methods used in this work. First, in the research design section, variables, hypotheses, constructs' measurement and the methods to establish methodological equivalence of the instrument are discussed. Second, the development of the instrument, pretest procedures and results are presented. The third part describes population and sampling and finally, data collection procedures and method of data analysis are shown. The techniques, procedures and measurement detailed in chapter three set up the research for a main test, which is presented and analyzed in chapter four.

Methodology chapter discusses data analysis method, data collection, research design and research methodology among many others. All these components of research methodology are significant in the research since they have a common goal of providing answers to the research question as well as providing solution to the research problem. There is a thin line between research methodology and research design, which needs to be drawn by a researcher at the onset of the research. It is important that a researcher understands properly the research methodology and research design as well as the role they play in a research before deciding on the method and research design to employ. Research design and research methods used in primary or secondary research will determine the outcome of the research because success of a research depends on the research methods and designs used. Therefore, professionalism of the researcher is very important to the success of a research. Research methodology is referred to as either a plan or procedure outline upon which a research is based with aim of providing solution to the research problem or answering research questions. Therefore, when a researcher uses a plan or procedure, which is wrong and unprofessional, the research may as well be unprofessional and may not meet the required standards. Besides, when a wrong approach is used in a research, there is a high likelihood that the research may not provide answers to the

research questions. This implies that care need to be taken when deciding on the research method and design to employ in any given research. Research design on the other hand, is a strategy or a plan used in a research to achieve the research objectives as well as to provide answers to the research question. It is a general knowledge that when a wrong plan or strategy is used the end result is failure. This implies that success of a research depends on the research design, plan or strategy employed by a researcher. The significance and role played by various research methods and design as well as techniques used in this research were well understood and caution was taken to ensure that they were used professionally to achieve the intended objectives.

3.2 Research Questions

After proper review of the research topic and literature used in the research as done in previous chapters, research questions were designed accordingly. This research is developed to answer the following question: What are the differences and similarities in the Brazilian and American consumers' behavior, based on the influence of the product placement strategy? Providing answers to the research question will also achieve the objectives of the research, which include measuring the attitudes of consumers regarding the brand displayed by this strategy, highlighting recall, recognition and purchase intentions generated by product placement on consumers, and checking the differences and similarities between the behavior of Brazilian and American consumers caused by the influence of product placements.

3.3 Hypotheses

In order to achieve the objectives of the research four hypotheses were formulated in accordance with the purpose and aim of the research.

H1: Consumers / Participants who viewed the brands / products in the movie have a higher brand / product recall compared to the consumers / participants who did not view the brands / products in the movie.

H2: US Consumers / Participants are able to recognize and recall brands / products which appear in the background of the movie than Brazil.

H3: Consumers / participants from USA are more accepting of product placements compared to their counterparts in Brazil.

H4: There are discernible similarities in consumer / participant brand attitudes and purchase intentions in consumers / participants from USA and Brazil in spite of the fact that their country of origin is different.

3.4 Research design

Quality of any given research is depended on the research designed employed in the research, which make understanding of research design quite fundamental. Understanding research design is fundamental in the sense that it will inform the researcher's thinking when putting up appropriate foundations of a project design. Whereas qualitative research is inductive, quantitative research is deductive. In quantitative research, data used is normally in statistical or mathematical form. This implies that in quantitative research, there has to be data collection, followed by data analysis and interpretation. Statistical methods are employed in any research where quantitative research design has been used because data collected is numerical and cannot be easily understood without performing statistical analysis. On the other hand qualitative research is not based on numerical data but is instead based among other things texts, pictures and images. In quantitative research design appropriate instruments that allows collection of quantitative data has to be employed such as closed ended questionnaires among others. In qualitative research there are a number of methods that can be used to collect data. The methods of data collection in qualitative research include interviews, observations and focus groups. Qualitative research design is used to collect qualitative data which can then be analyzed qualitatively without necessarily having to perform statistical test.

An experimental design is used in order to fulfill this study’s research objectives. Louviere and Woodworth (1983) argue that the development of experimental procedures to permit testing under controlled conditions improve the capacity of researchers to make the kinds of empirical comparisons and perform the statistical test necessary to validate the model in a more precise approach than is currently possible. The study is an investigation of the use of implicit and explicit measures on product placement in a cross-cultural research. Brazilian and American consumers were investigated, and the perceptions of viewers who are exposed to product placement and those who are not are examined, as shown in figure 2:

Control Group	Experimental group
No exposure to stimulus (brand edited out of the movie clips)	Exposure to stimulus (brands placed in the movie clips)

Figure: Design of study

Methodological Equivalence in Cross-Cultural Research

The conception of “equivalence” is important for cross-cultural research (Chapman and Carter 1979; Green and White 1976; Temple 1997). Given that the validity of the research could be jeopardized if the researchers do not know the subtle differences between cultures (Green and White 1976), the methodological equivalence should be considered before exploring data collection. Hence, with the purpose of increasing the usability of the outcomes from the study, relevant aspects of methodological equivalence are discussed.

Conceptual Equivalence

Conceptual equivalence is the first concern in using psychological or sociological measures across cultural restrictions and demands establishing if the concepts of interest are important in the countries that are being investigated (Behling and Law 2000; Green and White 1976). Besides, conceptual equivalence is related to the concepts of “emic” and “etic”. Emic refers to

definitions that are culture-specific, to describe behavior in any one culture under study, taking into account what the people themselves rate as meaningful and important (Brislin 1976). Etic is related to making generalizations across cultures that take into consideration all human behavior (Brislin 1976; Hofstede 2001). In this study, conceptual equivalence is established between the Brazilian version and the American version of the instrument by assessing content validity and by using the processes of backward and forward translation.

Instrument Equivalence

Since this study implies etic instruments, which are culture-free, properly translated instruments that can be considered identical and can be employed in all countries (Anderson 1967; Bhalla and Lin 1987) are needed. Given that an etic instrument is universal in its application, it allows straight comparisons on the same variable across nations (Brislin 1976; Green and White 1976). So that the valid and reliable instruments could be developed, the following issues had to be considered for the present research:

Instrument translation

Instrument equivalence happens when the same item on two versions of an instrument (the original version and the translated one) have the same meaning (Bhalla and Lin 1987). With the purpose of ensuring that measurement items have the same primary degree and implication as the original measures, this present study used backward and forward translation method in order to enhance instrument equivalence. Two bilingual Brazilian researchers with a Marketing Master's degree translated the English version to Portuguese. After establishing the structure and the meaning of the items were as close to the original as possible, the two Brazilian researchers who translated the instrument compared it item by item to assess the consistency of the translation. Items were revised until both researchers reached an agreement (Behling and Law 2000; Brislin 1976; Yang and Jolly 2009).

Construct Equivalence

Construct equivalence means that the constructs in the original and translated versions of an instrument have the same meaning (Malhotra, Agarwal, and Peterson 1996). To get construct equivalence in both the English and the Portuguese versions, one of the Brazilian researchers and I assessed content validity of the instruments after backward and forward translations were done through Confirmatory Factor Analysis (CFA), in order to check if the constructs from both the original and translated instruments were correlated, was performed after data collection.

Instrument Development

Based on the literature review, this study used an existing measurement scale, which was created by Gupta and Gould(1997) and replicated by Gould, Gupta, and Grabner-Kräuter(2000) in their cross-cultural study among Austrian, French and American consumers related to attitudes towards product placement. Two backward and forward translations were conducted by the two Brazilian researchers for each measurement item to ensure instrument equivalence between the two countries. All measurement items had good construct validity assessed in previous research (Brennan et al. 2004; Gould et al. 2000;Karrh et al. 2001) and the instruments also generated good construct validity and reliability in the pre-testing.

Besides that, other items were created to measure the constructs in the present research. By semi-structured interviews, six graduate students in Brazil and nine graduate students in the U.S, talked about specific information concerning their perceptions on Product Placement and, therefore, more items for the quantitative inquire were created. The interviews last from 20 to 25 minutes each.

In research, a researcher can decide to use qualitative research design, quantitative research design or both depending on the nature and purpose of the research. However, it has been established beyond reasonable doubt that combined research designs of qualitative and quantitative design is better than using any of the designs. In this research both qualitative and quantitative research designs were used in order to enhance reliability and validity of the research. Quantitative research was conducted whereby closed ended questionnaires were

administered to potential respondents in an effort to gather the needed information. The use of closed ended questionnaire in the research enables the researcher to collect quantitative data that was analyzed using SPSS software. In addition, the researcher also used qualitative design to collect qualitative data for consumers which was then analyzed qualitatively. Interview was conducted among the identified respondents and their responses recorded, scrutinized and analyzed accordingly.

3.5 Research Process

There was a definite process that was followed in conducting this research. The first step in the process was to come up with appropriate topic for the research. The topic was selected by taking into consideration both interest and field of study. The knowledge of the researcher or the author of this article about the field of the study was key to ensuring success of the research, which start as early as the stage of topic selection. Once the topic was selected, it was time to define the research problem as well as the purpose of the research, which had to be related to the research topic directly. Relevant literatures were then reviewed accordingly to find relevant information upon which to base this research. There is a lot of information in the field of the research; hence, it is quite instrumental to take time to review only information that is relevant to the research and information that would give value to the research. Review of the literature is also very important in the sense that, it contributes in shaping the objectives and research questions. The area of the research was the influence of product placement strategy in a cross-cultural study of Brazilian and American consumers. A framework was then developed in accordance with the purpose of the research to offer appropriate guideline to the entire research process before selecting research methods. Research method was then selected keenly since a mistake in choosing research methods can lead to failure of the research. Data collection is a very important process in a research and it is research method that determines the type of data that is collected and the way it is collected. Selection of the research method was followed by data collection where both qualitative and quantitative data were collected and analyzed in the research. Data collection is critical in research process and it is also time consuming. It is therefore, imperative to properly plan the data collection process in order to carry out the exercise satisfactorily. Once data was collected, it was scrutinized before being

analyzed. The findings of the research were then discussed before drawing conclusion. Recommendations were then made according to the conclusion of the research.

3.6 Data collection

In order to accomplish the objectives of this research, the model was tested with respondents representing consumers in the two studied countries, Brazil and the United States of America. Each group of respondents saw the stimuli and responded to the questionnaire afterwards.

3.7 Data Collection Method

Data collection is very important because the role it plays determines the success of a research. In surveys two methods are commonly used for data collection. The method includes administering questionnaires and interviews.

3.7.1 Questionnaire

Questionnaire is an instrument that is commonly used in to collect primary data from respondents or participants. Questionnaires can be administered personally or responses can be collected from the participant through mail or over the telephone. Questionnaires are of two types, namely closed ended and open ended questionnaires. Closed ended questionnaire is the type that gives respondents options. This is very important in ensuring that the respondents do not lose focus about the subject in question. It also enables collection of quantitative data and is therefore quite suitable for collecting primary data in researched where the design or approach used in quantitative. The closed ended nature of questionnaire is also important in the sense that it saves time since respondents do not have to ponder of the responses to give. Open ended questionnaires on the other hand do not restrict respondents on their responses. Questionnaire is used by many researchers due to the advantages attributed to it. For instance, the use of questionnaire is not very expensive in the sense that the research can send the questionnaires to respondents living in different parts of the world through mail or the can be

administered online or over the telephone in the absence of the researcher. Besides, questionnaires provide accurate and in-depth data through the use of open ended questionnaires, which is key to determining research validity and reliability.

The questionnaire was pre-tested in Brazil and in the United States. The first section was designed for assessing attributes of the sample population. On the other hand, the second section of the questionnaire was designed to assess various variables about product placement in movies in across cultural study between Brazil and the USA using five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Various approached were used to administer questionnaires to the targeted respondents. A total of 800 questionnaires were prepared and sent to respondents in different geographical locations. Out of 800 questionnaires 651 questionnaires were successfully filled and the responses thereof subjected to statistical analysis.

Pre-test Results

The pre-test was used to identify items that could be unclear and to enhance the conceptual equivalence for the Portuguese and English versions of the instrument. Pre-tests were conducted with service marketing students at Itajai Valley University for the Brazilian pre-test sample (n=34) and market research students at the University of Nebraska-Lincoln for the American pre-test sample (n=38). They all got class credit for participating in the pre-test.

The reliability of each construct was established using Cronbach (Cronbach 1951) alpha coefficient with a cut-off value of .70 to proceed in further analysis. Each construct showed good reliability for the Brazilian and American pre-test data. Confirmatory Factor Analysis was conducted to identify whether the measurement items measured the construct interest. To confirm the degree of construct equivalence, measurement equivalence in the pre-test was checked using simultaneous multi-group factor analysis(Mullen 1995; Steenkamp and Baumgartner 1998). No items were dropped based on the pre-test results since the size of the sample was somewhat small for using a Confirmatory Factor Analysis (CFA) model.

Stimulus Development

Movies Selection

Since this dissertation investigates the effects within the context of Product Placement, great care was taken to select the scenes from the movies for the video clip that was made. Excerpts from popular movies were used as stimulus for this study. The movies were selected based on the list available on the Brand Cameo website, which provides information about product placements in movies. The films were chosen based on three criteria: Released within the last five years (current and realistic brands and brand association); brands placed in the background of the scene; and similar level of brand familiarity among respondents.

To guarantee the comparability of results among all used brands, a pre-test was conducted to ensure that they possessed equivalent levels of familiarity within the population of interest, both in Brazil (n= 39) and in the U.S (n=42). A total of 25 brands were tested and the ones that got similar levels of familiarity in both countries were chosen to be used in the stimulus. The selected brands, after the analysis of the brand awareness test, were Apple, Google, Sharp, Honda and Sony. In order to use these brands, 20 movies that were listed on the Brand Cameo website and that had those brands placed were reviewed for consideration, all of which released within the last five years. From those, 18 movies were dropped because they didn't have those brands placed in the background. Two movies were chosen to be part of the clips: Hitch, released in 2005, and Funny People, which came out in 2009. Two clips were edited; one with all the brands in the background and the other one had them all erased, in order to check the differences between the groups.

The selected brands in the movie "Hitch" were Sony, Google and Honda Civic. The first scene, which lasts two minutes and 11 seconds, shows the main couple having a conversation over a walkie-talkie and the brands that appear are Sony and Google on the computer of the female character. The second scene lasts two minutes and 11 seconds and it shows again the main couple talking outside a building. The brand here is a Honda Civic parked on the street.

The movie “Funny People” has also two scenes. The first one shows two male characters having a conversation and Apple is in the background. That scene lasts one minute and one second. The second scene, which lasts 27 seconds, shows three people watching TV and the brand Sharp also appears as a low plot connection.

As said earlier, background placement (a low plot) was chosen to be used in this study for some reasons, as follows: (1) Erdelyi and Zizak(2004) affirm that if the message-by-association is too explicit, the subject might critically reject it, since too much awareness can initiate critical or defensive evaluations of the message and may well lead to its rejection; (2) Cowley and Barron (2008a) comment that a prominent placement may activate persuasion knowledge (Friestad and Wright 1994), which may be interpreted as an attempt to influence the viewer and could guide to negative shift in brand attitude.

Two types of questionnaires were used in the research whereby the main questionnaire was used to measure the attitudes of consumers regarding the brand displayed by this strategy, to highlight recall, recognition and purchase intentions generated by product placement on consumers and to check the differences and similarities between the behavior of Brazilian and American consumers caused by the influence of product placements

3.7.2 Interviews

Interview is a method of data collection used mostly in researches where qualitative approach or design is used. Interview is used to collect qualitative data. In this method, interviews are conducted with the sampled respondents through personal interaction in most cases. This method is key to collecting accurate information since the researcher through interactions with the respondent can use the opportunity to ascertain the accuracy of the responses of the respondents. Ten consumers who are mainly students were identified during the data collection process and they were interviewed accordingly. Interviews was also conducted to measure the attitudes of consumers regarding the brand displayed by this strategy, to highlight recall, recognition and purchase intentions generated by product placement on consumers and to check the differences and similarities between the behavior of Brazilian and American

consumers caused by the influence of product placements among students.

3.7.3 Data Collection Procedure

Data were collected in November 2010 in Brazil and in the U.S. with approximately 350 students in each country, who participated in exchange for class credit. Upon arriving at any of the experimental sessions, participants were told that they would get class credit for participating in the study. They were also asked to watch the five minute 36 second long video clip with scenes from excerpted from the two different movies. Participants in the experimental condition were asked to complete a number of measures from a multi-part questionnaire. Control group participants completed the same measures. All dependent measures were administered to all respondents in the same order. They weren't told what the study was about to avoid any sort of interference in the answers.

3.8 Sample Selection

The population that was targeted by this research is quite big, hence it was appropriate to sample the population in a manner that the respondents would represent the entire position of the entire population. An appropriate sampling technique was used to identify respondents. There are two main categories of sampling, which include probability sampling and non-probability sampling. The researcher used probability sampling where purposive sampling technique was used to identify participant. Purpose sampling technique give the researcher the power to choose respondents at randomly.

The population of this study was consumers in the United States of America and Brazil. Samples were drawn from two Universities, one located in the south of Brazil and the other one in the Midwestern U.S. Additionally, the completed sample size of 350 from each country was enough since satisfactory observations are available for the number of parameters in the model (Myers et al. 2000). With the purpose of achieving comparability, this study made an effort to match the Brazilian and American samples on age (approximately 19-30 years of age) and gender (approximately 50% male and 50% female). The proportion of male and female

respondents was based on the percentage of males and females in the selected cohort in each country. According to the Brazil census (2000) and the U.S census bureau (2000), the proportion of males and females within the age group are similar in Brazil and the United States.

Furthermore, the motivation for this selection was that respondents were thought to be an appropriate sample since young adults (18 to 24 years of age) are avid film attendees and product placement in films is therefore an effective way to target young, affluent, and well-educated consumers (Van der Waldt, Du Toit, and Redelinghuys 2007). According to Dortch(1996), the 18-24 year old is the primary audience for film makers and many television producers, which justifies the use of the sample.

3.9 Data Analysis

Irrespective of whether the researcher has used qualitative or quantitative research design, data analysis is important. The research used both quantitative and qualitative methods to analyze the data that was collected. Qualitative data analysis was used to analyze the qualitative data collected from the interview conducted by the researcher. Concerning the quantitative data collected using closed ended questionnaires, Structural Equation Modeling (SEM) was employed where factor analysis and regression was conducted accordingly. Other methods that were used in analysis of different variables include Confirmatory Factor Analysis, ANOVA, Regression and model-fit indices, such as the Chi-square statistic, Degrees of Freedom (DF), Chi-square statistic (CMIN)/DF, CFI, and RMSEA. AMOS was used to run SEM, since SPSS cannot do the same.

Structural Equation Modeling (SEM) Analysis

Structural equation modeling (SEM) analysis is used is known to be a confirmatory technique used by researchers. Two variables namely endogenous and exogenous are key in Structural equation modeling (SEM) analysis. The difference between endogenous and exogenous

variables is whether one not the variables regress on others since regression, it is known fact that dependent variables regress on independents ones. This implies therefore, dependent variable can easily be used to predict independent variable. Structural equation modeling (SEM) is more general compared to regression and in Structural equation modeling (SEM) analysis a variable can act as either dependent or independent variable. Both measurement and structural models are manifested in Structural equation modeling (SEM). One of the tasks involved in Structural equation modeling (SEM) analysis is assessment of fit. Such assessment is very important because it determines whether models should be rejected or accepted. Structural equation modeling (SEM) output programs entails matrices. Measures of fit used in Structural equation modeling (SEM) analysis include chi-square, Akaike information criterion, root mean square error of approximation, standardized root mean residual and comparative fit index. In Structural equation modeling (SEM) analysis, a preferred model is the one that has the lowest value of Akaike information Criterion given by the formula below.

$$AIC = 2k - 2\ln(L)$$

Estimation of free parameters is also another important analysis used in Structural equation modeling (SEM). The parameters of the model are regression coefficients for paths between variables and variances/covariances of independent variables.

Purification of data

Before analyzing the data, outliers were identified in the data set and treated in terms of their proportion within the data and their randomness. There were no missing values and 651 questionnaires were successfully completed, since during the data collection the researcher made sure that everyone answered every question in the instrument. Since it is extensively recommended to use a coefficient of multivariate Kurtosis (Mardia 1970), it was decided to estimate it to test for normality. Items with a Kurtosis value higher than 1.96 were considered non-normal.

Test of the Research Model

Two step Structural Equation Modeling was used for testing the research model. The SEM approach was utilized for testing the research model for three reasons: First, this research examined Brazilian and American consumer behavior with respect to product placement acceptance. Regarding cross- cultural research, structural equation modeling can estimate path coefficients and allow measurement equivalence tests. Second, it makes possible the evaluation of the performance of the model as a whole (Bagozzi and Yi 1988), allowing direct comparisons across groups or cultures (Anderson and Gerbing 1988). Third, SEM is suggested for analyzing constructs that are not scientific, such as intentions, benefits, and attitudes, which cannot be directly observed (Steenkamp and Baumgartner 2000). So, structural equation modeling is an appropriate method for studying consumer behavior across countries regarding product placement in movies.

Measurement Model Evaluation

The measurement model was assessed using confirmatory factor analysis to validate it. In order to assess measurement equivalence, multiple group structural equation modeling is recommended as a trustworthy method for determining measurement equivalence in a cross cultural study (Myers et al. 2000).

Structural Model

After making sure that the measurement models were clean, the structural model evaluation was the next step, by using path analysis with latent variables. After getting a sufficient comparability through testing the measurement equivalence in Confirmatory Factor Analysis, it was used with standardized coefficients to understand the relationships among constructs in the research model, since it is useful for interpretability, and common metric and “emic” comparison standards (Singh 1995).

3.10 Research Ethics

Research ethics are norms that guide the conduct of researchers while conducting research. Researchers are expected to uphold honest during the research as well as upholding the dignity and respecting the rights of all stakeholders. Permission was sought from relevant authorities and students that participated in the research. The significance of the research was explained to the students from the USA and Brazil that participated in the research. The respondents were assured that their personal information would not be reveal to any third party. The respondents were also informed that they have the right to opt out of the research at any stage of the research without any ado.

CHAPTER IV – RESULTS

4.1 Data Analysis

4.1.1 Purification of the Data

The data, which was obtained by the survey, was entered into a spread sheet and analyzed using the Statistical Package for Social Services (SPSS), version 1.8. Before data analysis however, the data was checked for integrity and reliability of the collated information. The accuracy of the data was double-checked to ensure proper entry into the computer. Since missing values are common occurrences and may distort the findings of the research, a missing value analysis was also conducted. The major purpose of running the missing values analysis was to determine if there was any systematic relationship between the missing data. The outliers and the missing values were not found in the current data. A kurtosis was run using the SPSS to test normality given, this was the common test recommended while using the Structural Equation Modeling (SEM). The items having a Kurtosis value greater than 1.96 were considered as non-normal.

4.1.2 Reliability of the Study

The face-to-face interviews were pre-tested among consumers. The reliability of the survey instrument was assessed using the Cronbach's Alpha Coefficient.

'Reliability' is the quality of a measurement procedure as defined by Kumar (1996). It is a means for being unbiased and objective for each step taken or drawn towards a conclusion. A construct is a theoretical construction about human behavior, which is systematically put together, in an orderly arrangement of ideas, facts and impressions (Neuman, 1994, p143).

The consistency of the measure and the probability of obtaining the same results again if the measure was to be replicated, are referred as reliability (Oppenheim, 1992, p.144). It is the relationship between the true underlying score and the observable score. Internal consistency is also important for the survey since it indicates the extent to which, the items in the measurement are related to each other. The most commonly used index of internal consistency

is the Cronbach's Alpha Coefficient. This index ranges from 0 to 1, where a reliability of '0' means 'no relationship,' and reliability of '1' indicates a 'perfect' and 'positive relationship.' Since the reliability declines as the length of the question increases, the questions would be straight to the point. The idea behind internal consistency procedures is that questions measuring the same phenomenon should produce similar results. In internal consistency, the reliability estimation single measurement instrument is administered to a group of people on one occasion to estimate reliability. The overall consistency of the questionnaire was 0.91.

The survey instrument was divided into seven sections.

Table 1. Reliability estimates of implicit memory

Variable	Items	Reliability (α)
Implicit memory	Sony	0.90
	Apple	
	Sharp	
	Honda	
	Google	

The first section was designed to test the implicit memory of the consumers. A word comprising of the product name was given along with missing letters of the words of the top five brands like Sony, Apple, Sharp, Honda, and Google. Every brand with the correct answer was awarded '1' mark and for every wrong answer, '0' marks were assigned. The overall reliability of the first section was 0.90.

Table 2. Reliability estimates of unaided recall

Variable	Items	Reliability (α)
Unaided	Sony	0.82

recall	Apple	
	Sharp	
	Honda	
	Google	

The second section comprised of unaided recall of different brands. The right answer was awarded '1' mark and the wrong answer was given '0' marks for all the five brands. The reliability score was 0.82 for this section.

Table 3. Reliability estimates of aided recall

Variable	Items	Reliability (α)
Aided recall	AltaVista	0.94
	Apple	
	Bing	
	Chevrolet	
	Dell	
	Ford	
	Google	
	HP	
	Honda	
	Hyundai	
	LG	

	Panasonic	
	Samsung	
	Sharp	
	Sony	
	Toshiba	
	Toyota	
	Yahoo	

In the third section pertinent to aided recall, the consumers were shown a film consisting of various brands and tested to recall different brands. If the consumers observed that brand, then, they were awarded ‘1’ mark. If they did not observe them, then, they were awarded ‘0’ marks. The overall reliability of this section was 0.94, which indicated good internal consistency of the data.

Table 4. Reliability estimates of attitude towards the brand

Variable	Items	Reliability (α)
Brand Attitude	Sony	0.77
	Apple	
	Sharp	
	Honda	
	Google	

The fourth section included the attitude of the consumers towards different brands using a seven point Likert scale ranging from 1 (dislike) to 5 (like) adopted from previous research studies. The reliability of this section was acceptable at 0.77.

Table 5. Reliability estimates of purchase intentions

Variable	Items	Reliability (<i>a</i>)
Purchase intentions	AltaVista	0.89
	Apple	
	Bing	
	Chevrolet	
	Dell	
	Ford	
	Google	
	HP	
	Honda	
	Hyundai	
	LG	
	Panasonic	
	Samsung	
	Sharp	
Sony		

	Toshiba	
	Toyota	
	Yahoo	

The fifth section included the constructs measuring purchase intentions on a Likert scale ranging from ‘1’ (I would not buy it) to ‘5’ (I would buy it). The Cronbach’s Alpha Co-efficient was 0.89 which internal consistency.

Table 6. Reliability estimates of product placement attitude

Variable	Items	Reliability (α)
Product placement attitude	I will not go to movies if I know beforehand that brands are placed in the film for commercial purposes.	0.81
	I hate to see brands in films if they are presented for commercial purposes.	
	I do not care if a movie producer receives money or other compensation from companies for placing their brands in their films.	
	It is highly unethical to influence the audience to use branded products in movies.	
	Viewers of films should have the option to receive a refund of their ticket if they don’t like to see brands in the film which they watch.	
	Movie producers are deceiving the audience by disguising advertisements as brands in movies.	
	The government should regulate the use of brands in movies.	
	If movies are making money out of brands placed in them, movie ticket prices should be reduced.	
	Brands featured in a film for which a producer received payment should be presented in the opening credits, at the beginning of the movie.	

	I'd rather see real brands instead of fictitious brands.	
	Fictional films should use fictitious brands instead of real brands.	
	I often watch rented movies.	
	I often watch movies in the theater.	
	I hate watching movies.	
	Movies should not show the same brand very often.	
	Films should only contain those brands that are essential for the realism of the plot.	
	I consider the placement of brands in films as "commercials in disguise".	
	Movie audiences are subconsciously influenced by the brands they see in movies.	

The sixth section in the questionnaire included the constructs measuring the product placement attitudes of the consumers. It included 18 variables measuring the attitude on a Likert scale ranging from '1' (Strongly disagree) to '5' (Strongly agree). The overall reliability of the constructs in this section was 0.81, which was good.

4.1.3 Validity of the Questionnaire

Validity can be measured in different ways by using statistical procedures. Valid measure in a research is one which, measures what is supposed to be measured. Thus, validity often refers to getting the results that accurately reflect the concept being measured. Validity is considered in terms of content or face validity as well as in terms of the construct validity during the examination of psychometric properties.

Face validity was addressed by using the experts in the field. A correlation procedure was used to evaluate the items in the questionnaire. The aim of the procedure was to gauge the validation of index operationalization in measuring an underlying concept. Each of the indicators in the questionnaire was correlated with other indicators in the section. This analysis

helped the researcher to indicate significantly bivariate relationships in the anticipated direction pointing to the assessment of construct validity.

Table 7. Correlations of word completion test

	Correlations				
	W Sony	W Apple	W Sharp	W Honda	W Google
W Sony	1	.608	.642	.615	.698
W Apple	.608	1	.692	.654	.601
W Sharp	.642	.692	1	.795	.651
W Honda	.615	.654	.795	1	.678
W Google	.698	.601	.651	.678	1

W Sony: Word fragment completion of word Sony

W Apple: Word fragment completion of word Apple

W Sharp: Word fragment completion of word Sharp

W Honda: Word fragment completion of word Honda

W Google: Word fragment completion of Google

On inspection of the Table 7 for Word Completion Test, the word ‘Sharp’ had high correlations with other words. The consumers, who had written the word ‘Google’ correctly, also wrote other words, while the completion of the word ‘Sony’ had low correlations with other words.

Table 8. Correlations of unaided recall

	Correlations				
	UNRec Sony	UNRec Apple	UNRec Sharp	UNRec Honda	UNRec Google
UNRec Sony	1	.207	.198	.212	.124
UNRec Apple	.207	1	.966	.927	.671
UNRec Sharp	.198	.966	1	.911	.657
UNRec Honda	.212	.927	.911	1	.636
UNRec Google	.124	.671	.657	.636	1

On inspection of the Table 8 of Unaided Recall of Words among Consumers, it was found that unaided recall of 'Apple' had high correlations with other recalls, while the unaided recall of 'Sony' had low correlations with other unaided recalls.

Correlations

	AltaVista	Apple	Bing	Chevrolet	Dell	Ford	Google	HP	Honda	Hyundai	LG	Panasonic	Samsung	Sharp	Sony	Toshiba	Toyota	Yahoo
AltaVista	1	.546	.508	.559	.510	.485	.475	.466	.482	.513	.373	.446	.408	.469	.473	.418	.430	.442
Apple	.546	1	.375	.504	.511	.433	.473	.435	.430	.421	.398	.351	.443	.371	.475	.307	.371	.337
Bing	.508	.375	1	.476	.531	.501	.323	.528	.484	.630	.371	.513	.397	.539	.329	.434	.487	.476
Chevrolet	.559	.504	.476	1	.523	.544	.420	.449	.510	.458	.364	.460	.346	.371	.419	.302	.333	.388
Dell	.510	.511	.531	.523	1	.507	.366	.432	.415	.586	.457	.461	.438	.405	.412	.313	.331	.508
Ford	.485	.433	.501	.544	.507	1	.371	.438	.451	.526	.348	.518	.444	.375	.404	.272	.358	.393
Google	.475	.473	.323	.420	.366	.371	1	.366	.406	.346	.453	.333	.423	.459	.442	.379	.363	.280
HP	.466	.435	.528	.449	.432	.438	.366	1	.488	.595	.408	.558	.452	.488	.448	.421	.507	.447
Honda	.482	.430	.484	.510	.415	.451	.406	.488	1	.671	.524	.559	.514	.549	.481	.405	.525	.426

Hyundai	.513	.421	.630	.458	.586	.526	.346	.595	.671	1	.562	.665	.582	.652	.482	.511	.577	.657
LG	.373	.398	.371	.364	.457	.348	.453	.408	.524	.562	1	.439	.523	.550	.482	.484	.457	.480
Panasonic	.446	.351	.513	.460	.461	.518	.333	.558	.559	.665	.439	1	.603	.606	.460	.480	.602	.555
Samsung	.408	.443	.397	.346	.438	.444	.423	.452	.514	.582	.523	.603	1	.618	.589	.557	.565	.510
Sharp	.469	.371	.539	.371	.405	.375	.459	.488	.549	.652	.550	.606	.618	1	.570	.709	.702	.599
Sony	.473	.475	.329	.419	.412	.404	.442	.448	.481	.482	.482	.460	.589	.570	1	.536	.614	.498
Toshiba	.418	.307	.434	.302	.313	.272	.379	.421	.405	.511	.484	.480	.557	.709	.536	1	.617	.563
Toyota	.430	.371	.487	.333	.331	.358	.363	.507	.525	.577	.457	.602	.565	.702	.614	.617	1	.635
Yahoo	.442	.337	.476	.388	.508	.393	.280	.447	.426	.657	.480	.555	.510	.599	.498	.563	.635	1

Table 9. Correlations of aided recall

AltaVi sta	1	.42 8	.30 8	.302	.2 50	.36 3	.421	.3 23	.37 7	.399	.3 95	.294	.375	.42 0	.22 9	.562	.369	.19 4
Apple	.428	1	.38 0	.287	.2 13	.32 2	.397	.2 87	.39 6	.337	.4 01	.265	.253	.40 2	.26 3	.380	.253	.24 4
Bing	.308	.38 0	1	.470	.3 07	.26 5	.312	.2 57	.32 7	.307	.3 61	.253	.253	.40 4	.20 7	.349	.310	.20 7
Chevro let	.302	.28 7	.47 0	1	.3 85	.25 6	.290	.2 60	.28 3	.321	.3 30	.161	.270	.35 1	.17 8	.360	.340	.16 4
Dell	.250	.21 3	.30 7	.385	1	.32 1	.288	.3 06	.28 8	.272	.2 65	.152	.176	.29 1	.16 3	.334	.318	.19 7
Ford	.363	.32 2	.26 5	.256	.3 21	1	.396	.3 00	.30 9	.348	.3 41	.290	.240	.31 0	.28 3	.344	.370	.26 7
Google	.421	.39 7	.31 2	.290	.2 88	.39 6	1	.3 17	.51 2	.352	.3 30	.203	.278	.44 4	.22 4	.576	.440	.16 3
HP	.323	.28 7	.25 7	.260	.3 06	.30 0	.317	1	.27 0	.320	.3 29	.296	.285	.38 4	.33 6	.335	.249	.26 4
Honda	.377	.39 6	.32 7	.283	.2 88	.30 9	.512	.2 70	1	.335	.3 49	.260	.313	.39 3	.26 4	.613	.395	.21 4
Hyund ai	.399	.33 7	.30 7	.321	.2 72	.34 8	.352	.3 20	.33 5	1	.5 12	.342	.418	.36 5	.23 1	.373	.350	.19 7
LG	.395	.40 1	.36 1	.330	.2 65	.34 1	.330	.3 29	.34 9	.512	1	.479	.422	.33 9	.27 6	.341	.367	.26 4

Panasonic	.294	.265	.253	.161	.152	.290	.203	.296	.260	.342	.479	1	.363	.255	.396	.210	.207	.369
Samsung	.375	.253	.253	.270	.176	.240	.278	.285	.313	.418	.422	.363	1	.375	.193	.303	.310	.192
Sharp	.420	.402	.404	.351	.291	.310	.444	.384	.393	.365	.339	.255	.375	1	.229	.452	.352	.173
Sony	.229	.263	.207	.178	.163	.283	.224	.336	.264	.231	.276	.396	.193	.229	1	.241	.257	.551
Toshiba	.562	.380	.349	.360	.334	.344	.576	.335	.613	.373	.341	.210	.303	.452	.241	1	.515	.216
Toyota	.369	.253	.310	.340	.318	.370	.440	.249	.395	.350	.367	.207	.310	.352	.257	.515	1	.261
Yahoo	.194	.244	.207	.164	.197	.267	.163	.264	.214	.197	.264	.369	.192	.173	.551	.216	.261	1

The Table 11 displays the correlations between different brands used in the section on purchase intentions. ‘Sharp’ had high correlations with other brands, while ‘Yahoo’ had a low correlation co-efficient.

Table 12. Correlations of Product Placement Attitude

Correlations

	Q71	Q72	Q73	Q74	Q75	Q76	Q77	Q78	Q79	Q710	Q711	Q712	Q713	Q714	Q715	Q716	Q717	Q718
Q71	1	.40 0	.19 7	.28 6	.26 3	.25 5	.20 4	.11 8	.13 8	.068	.132	.103	.075	.145	.125	.073	.082	.107
Q72	.40 0	1	.22 6	.39 0	.36 0	.37 2	.31 9	.08 3	.14 0	.095	.204	.074	.068	.200	.119	.100	.153	.058
Q73	.19 7	.22 6	1	.21 4	.17 6	.16 3	.13 7	.21 6	.11 0	.096	.137	.031	.111	.022	.068	- .009	- .009	.027
Q74	.28 6	.39 0	.21 4	1	.38 4	.48 6	.37 4	.18 8	.19 3	.192	.227	.079	.062	.214	.276	.211	.178	.145
Q75	.26 3	.36 0	.17 6	.38 4	1	.34 8	.36 4	.05 8	.09 7	.123	.262	.049	.047	.281	.077	.083	.091	.083
Q76	.25 5	.37 2	.16 3	.48 6	.34 8	1	.45 7	.24 2	.18 9	.198	.326	.068	.124	.217	.233	.221	.160	.173
Q77	.20 4	.31 9	.13 7	.37 4	.36 4	.45 7	1	.25 3	.26 9	.306	.333	.231	.180	.318	.295	.200	.227	.139
Q78	.11 8	.08 3	.21 6	.18 8	.05 8	.24 2	.25 3	1	.33 9	.244	.256	.146	.109	.079	.269	.268	.155	.189
Q79	.13 8	.14 0	.11 0	.19 3	.09 7	.18 9	.26 9	.33 9	1	.241	.226	.217	.098	.166	.185	.112	.146	.207
Q710	.06 8	.09 5	.09 6	.19 2	.12 3	.19 8	.30 6	.24 4	.24 1	1	.191	.323	.192	.222	.224	.278	.199	.172

Q711	.13 2	.20 4	.13 7	.22 7	.26 2	.32 6	.33 3	.25 6	.22 6	.191	1	.199	.120	.176	.217	.220	.232	.121
Q712	.10 3	.07 4	.03 1	.07 9	.04 9	.06 8	.23 1	.14 6	.21 7	.323	.199	1	.358	.283	.219	.190	.234	.117
Q713	.07 5	.06 8	.11 1	.06 2	.04 7	.12 4	.18 0	.10 9	.09 8	.192	.120	.358	1	.195	.167	.165	.115	.128
Q714	.14 5	.20 0	.02 2	.21 4	.28 1	.21 7	.31 8	.07 9	.16 6	.222	.176	.283	.195	1	.254	.274	.309	.124
Q715	.12 5	.11 9	.06 8	.27 6	.07 7	.23 3	.29 5	.26 9	.18 5	.224	.217	.219	.167	.254	1	.447	.356	.245
Q716	.07 3	.10 0	- .00 9	.21 1	.08 3	.22 1	.20 0	.26 8	.11 2	.278	.220	.190	.165	.274	.447	1	.399	.284
Q717	.08 2	.15 3	- .00 9	.17 8	.09 1	.16 0	.22 7	.15 5	.14 6	.199	.232	.234	.115	.309	.356	.399	1	.343
Q718	.10 7	.05 8	.02 7	.14 5	.08 3	.17 3	.13 9	.18 9	.20 7	.172	.121	.117	.128	.124	.245	.284	.343	1

Q71: I will not go to movies if I know beforehand that brands are placed in the film for commercial purposes.

Q72: I hate to see brands in films if they are presented for commercial purposes.

Q73: I do not care if a movie producer receives money or other compensation from companies for placing their brands in their films.

Q74: It is highly unethical to influence the audience to use branded products in movies.

Q75: Viewers of films should have the option to receive a refund of their ticket if they don't like to see brands in the film which they watch.

Q76: Movie producers are deceiving the audience by disguising advertisements as brands in movies.

Q77: The government should regulate the use of brands in movies.

Q78: If movies are making money out of brands placed in them, movie ticket prices should be reduced.

Q79: Brands featured in a film for which a producer received payment should be presented in the opening credits, at the beginning of the movie.

Q710: I'd rather see real brands instead of fictitious brands.

Q711: Fictional films should use fictitious brands instead of real brands.

Q712: I often watch rented movies.

Q713: I often watch movies in the theater.

Q714: I hate watching movies.

Q715: Movies should not show the same brand very often.

Q716: Films should only contain those brands that are essential for the realism of the plot.

Q717: I consider the placement of brands in films as “commercials in disguise.”

Q718: Movie audiences are subconsciously influenced by the brands they see in movies.

The Table 12 shows the correlations of constructs determining product placement attitudes. Q76 (Movie producers are deceiving the audience by disguising advertisements as brands in movies) was seen to have high correlation values with other constructs and Q75 (Viewers of films should have the option to receive a refund of their ticket if they don't like to see brands in the film which they watch).

4.2 Results

This section deals with the data analysis results as well as steps taken for analyzing the research model. It provides for an examination of items and their purification, an evaluation of the measurement model, and an assessment of the construct validity, measurement of groups, hypothesis testing, and their results, along with a descriptive and inferential analysis of the sample.

4.2.1 Purification of Items and Improvement of the Model

A preliminary model was estimated by Confirmatory Factor Analysis (CFA) by using AMOS for each group. Evaluation of the preliminary model enabled the researcher to examine each group with the best fit as per parsimony and substantive meaningfulness (Byrne, 2001). The model-fit indices for each group indicate how the underlying structure fits the data across the group.

The model was evaluated by using model-fit indices, such as the Chi-square statistic, Degrees of Freedom (DF), Chi-square statistic (CMIN)/DF, CFI, and RMSEA. Different indices were calculated and their values for the model fit are shown below:

Guidelines of Overall Model Fit

GOF Criterion	Value Range	Acceptable Level
Absolute Fit		
Chi-square (χ^2) for given df	Tabled χ^2 value	Compares with tabled value
Goodness of fit (GFI) reflects a good fit	0 (no fit) to 1 (perfect fit)	Value close to 0.90
Adjusted GFI (AGFI) a good model fit	0 (no fit) to 1 (perfect fit)	Value > 0.90 reflects

Root-mean-square error of approximation (RMSEA)	<0.10	<0.10 reflects good fit <0.05 reflects very good fit <0.01 reflects outstanding fit
Normed fit index (NFI) reflects a good fit	0 (no fit) to 1 (perfect fit)	Value close to 0.90
Non-normed fit index (NNFI)	0 (no fit) no upper bound value	Value close to 0.90 reflects a good fit

Comparative Fit

Comparative fit index (CFI) reflects a good fit	0 (no fit) to 1 (perfect fit)	Value close to 0.90
Incremental fit index (IFI) reflects a good fit	0 (no fit) to 1 (perfect fit)	Value close to 0.90
Relative fit index (RFI) reflects a good fit	0 (no fit) to 1 (perfect fit)	Value close to 0.90

Parsimonious Fit

Parsimonious goodness of alternative model-fit index (PGFI)	0 (no fit) to 1 (perfect fit)	Compares values in
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Parsimonious normed fit index (PNFI) 0 (no fit) to 1 (perfect fit) Compares values in alternative models

(Source: Schumacker and Lomax, 1996)

A variety of models were examined as measurement models in order to choose a fit model. Also nested model comparisons were used to test the hypothesis between the groups.

Table 13. Model-fit indices of preliminary model

	Model fit	Desired score
Chi-square	6173.940	NA
Degrees of Freedom	1949	NA
CMIN/DF	3.168	≤ 2.00
CFI	0.766	≥ 0.90
RMSEA	0.058	≤ 0.06

However, the model-fit indices of the preliminary model suggested that the model needed improvement. So the model was improved and model-fit indices were calculated for each group. The model-fit indices for the preliminary model for collated data showed the Chi Square of 6173.940, DF of 1949 and a CMIN/DF of 3.168, RMSEA of 0.58, and a CFI of 0.766 indicating a good fit.

Since the model was fit for both the groups, the model was not changed. The final model-fit indices for both the groups were:

Every item in the model was scrutinized in order to obtain a better fit for the Lambda weight of each measurement item. The constructs of unaided recall were deleted from the analysis since they had non-significant Lambda weights. Since most of the Lambda weights were significant, it was decided to keep all for further analysis.

Preliminary Model

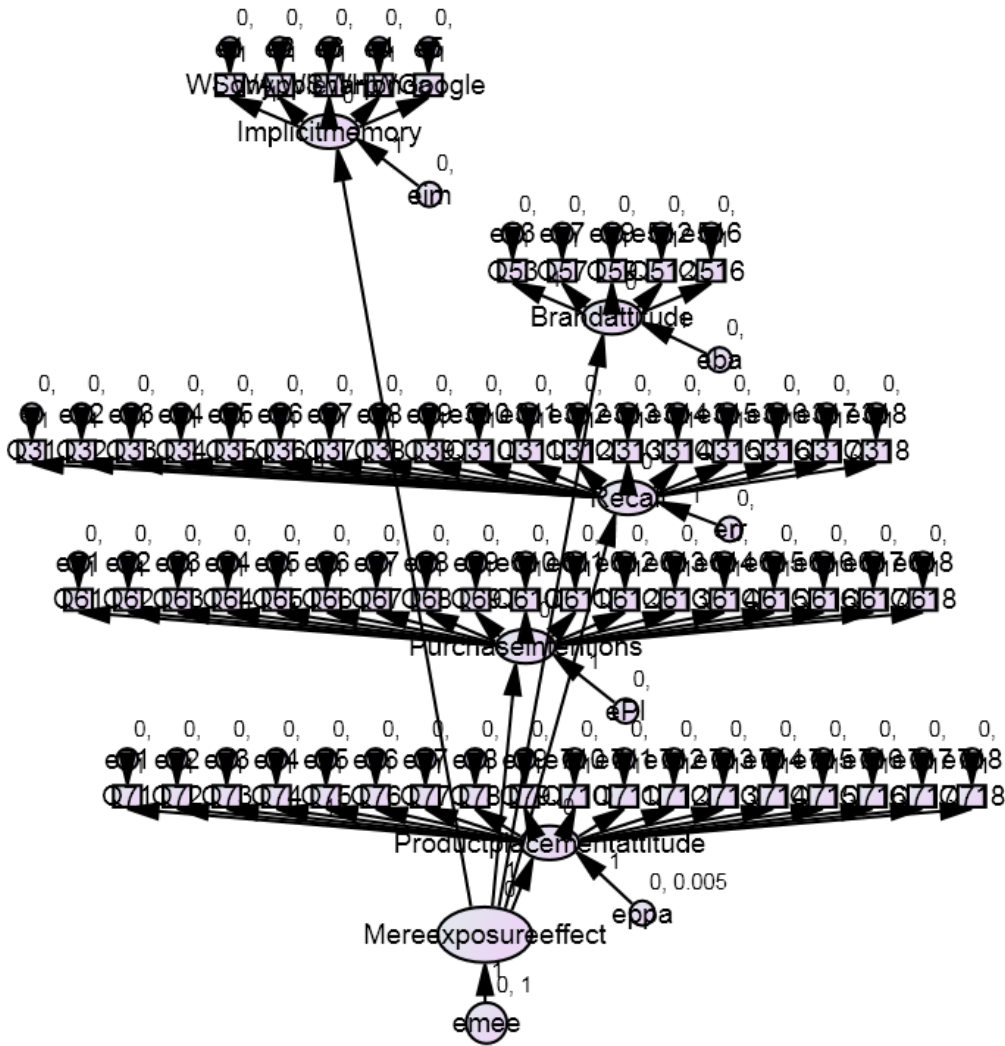


Table 14. Model-fit indices of the USA and Brazil

	USA	Brazil	Desired score
Chi – Square	4903.27	4304.493	NA
Degrees of Freedom	1949	1949	NA
CMIN/DF	2.516	2.209	≤ 2.00
CFI	0.699	0.733	≥ 0.90
RMSEA	0.067	0.062	≤ 0.06

By using the improved model, the model-fit indices were calculated for each group in the study. The USA model-fit indices were Chi-square statistics of 4903.27, DF of 1949, CMIN/DF of 2.516, CFI of 0.699, and RMSEA of 0.067. The Brazil group had Chi-square statistic of 4304.493, with 1949 DF, CMIN/DF of 2.209, CFI of 0.733, and RMSEA of 0.062.

Measurement Model Evaluation and Assessment of Construct Validity

Having improved the model and obtained the final version, the results of the final model were used to assess the reliability and validity of multiple indicators to examine how well the sets of indicators captured the constructs of interest (Steenkamp & Baumgartner, 2000).

4.2.2 Principal Component Analysis

The principal component analysis method was used as a data reduction method before testing the hypothesis and subjecting the model to the CFA. Since the sample size of this study was more than 500, it was in a good position for conducting the Principal Component Analysis with minimum computational difficulties as per Tabachnik and Fidell (2001, page 588). This test provided the minimum standards, which should be passed before CFA.

The principal component analysis assumes no unique or error variance and is concerned with establishing which linear components exist within the data and how particular variables might

contribute to the component. Varimax Orthogonal Rotation was employed in order to produce factor solutions because it simplified the interpretation of factors and attempted to maximize the dispersion of loadings within these factors.

Factor analysis is a data reduction method that is used as a tool in an attempt to reduce a large set of variables to a more meaningful smaller set of variables. Since each variable was measured by multi-item constructs, factor analysis with Varimax was adopted to check the unidimensionality among the items. The researcher conducted two types of principal component analyses. In the first case, the factors were extracted naturally, which shows how the variables were loaded onto each factor regardless of the existing literature. In that case, an explanatory factor analysis was conducted; where specific factors were extracted according to a specific data set. The factors were extracted according to how certain variables described each construct within the study's context. In this case, factors were extracted according to how consumers perceived certain constructs. The researcher labeled the factors according to the literature and the items that better described each factor. In the second case, the researcher employed factor analysis by specifying the number of extracted factors as they existed in the prevalent literature review.

The constructs of all the sections had Cronbach's Alpha Coefficient of more than 0.7. Since the reliability was more than 0.7, the internal consistency between the constructs was deemed good. The factor loadings for most of the constructs were above 0.4. Hence, all the factors were considered in the final model of CFA.

Table 15. Factor loadings and reliability values of constructs

Variable	Item code	Items	Factor loadings	Variance	Reliability (α)
Implicit memory	W Sony	Sony	.830	73.131%	0.90
	W Apple	Apple	.824		
	W Sharp	Sharp	.882		
	W Honda	Honda	.872		

	W Google	Google	.846		
Unaided recall	UNRec Sony	Sony	.640	69.230%	0.82
	UNRec Apple	Apple	.964		
	UNRec Sharp	Sharp	.956		
	UNRec Honda	Honda	.937		
	UNRec Google	Google	.794		
Aided recall	Q31	AltaVista	.540	64.020%	0.94
	Q32	Apple	.554		
	Q33	Bing	.565		
	Q34	Chevrolet	.660		
	Q35	Dell	.595		
	Q36	Ford	.589		
	Q37	Google	.428		
	Q38	HP	.596		
	Q39	Honda	.634		
	Q310	Hyundai	.760		
	Q311	LG	.634		
	Q312	Panasonic	.733		
	Q313	Samsung	.744		
	Q314	Sharp	.858		
	Q315	Sony	.689		
	Q316	Toshiba	.781		

	Q317	Toyota	.829		
	Q318	Yahoo	.741		
Attitude towards brand	Q53	Sony	.739	52.737%	0.77
	Q57	Apple	.676		
	Q59	Sharp	.740		
	Q512	Panasonic	.470		
	Q516	Google	.596		
		Q61	AltaVista		
Purchase intentions	Q62	Apple	.511		
	Q63	Bing	.363		
	Q64	Chevrolet	.335		
	Q65	Dell	.408		
	Q66	Ford	.478		
	Q67	Google	.737		
	Q68	HP	.444		
	Q69	Honda	.643		
	Q610	Hyundai	.466		
	Q611	LG	.478		
	Q612	Panasonic	.525		
	Q613	Samsung	.613		
	Q614	Sharp	.600		
	Q615	Sony	.777		
	Q616	Toshiba	.750		
		Q617	Toyota	.559	

	Q618	Yahoo	.764		
Product placement attitude	Q71	I will not go to movies if I know beforehand that brands are placed in the film for commercial purposes.	.548	48.534%	0.81
	Q72	I hate to see brands in films if they are presented for commercial purposes.	.703		
	Q73	I do not care if a movie producer receives money or other compensation from companies for placing their brands in their films.	.280		
	Q74	It is highly unethical to influence the audience to use branded products in movies.	.701		
	Q75	Viewers of films should have the option to receive a refund of their ticket if they don't like to see brands in the film which they watch.	.687		
	Q76	Movie producers are deceiving the audience by disguising advertisements as brands in movies.	.658		
	Q77	The government should regulate the use of brands in movies.	.575		
	Q78	If movies are making money out of brands placed in them, movie ticket prices should be reduced.	.634		
	Q79	Brands featured in a film for which a producer received payment should be presented in the opening credits, at the beginning of the movie.	.672		

	Q710	I'd rather see real brands instead of fictitious brands.	.367		
	Q711	Fictional films should use fictitious brands instead of real brands.	.351		
	Q712	I often watch rented movies.	.623		
	Q713	I often watch movies in the theater.	.635		
	Q714	I hate watching movies.	.326		
	Q715	Movies should not show the same brand very often.	.595		
	Q716	Films should only contain those brands that are essential for the realism of the plot.	.709		
	Q717	I consider the placement of brands in films as "commercials in disguise."	.710		
	Q718	Movie audiences are subconsciously influenced by the brands they see in movies.	.595		

This study used the Confirmatory Factor Analysis (CFA) to assess both the convergent and discriminant validities instead of using the Exploratory Factor Analysis (EFA) or the Principal Component Analysis (PCA). EFA and PCA are commonly used in exploring the nature of factors, but there is no reason to believe that a rotated factor structure will correspond to any intended structure or be meaningful in practice (Ladd, 2005). Assessing the construct validity using a CFA model has several advantages: 1) both discriminant, convergent, and construct validities can be assessed, 2) the correlations among the factors are independently specified, not specified to be simply an orthogonal or oblique structure, 3) each observed variable may be constrained to be determined by any limited number of factors, not necessarily all factors in the model (Ladd, 2005).

Convergent validity was assessed by the magnitude of the factor loadings of each indicator of the latent constructs (Anderson & Gerbing, 1988). A majority of the factor loadings had a significant p-value less than 0.001. Thus, tests supported that a majority of the constructs had convergent validity.

For testing the discriminant validity, this study examined whether correlations among the latent constructs were less than 1 and were not significant and whether all correlations of latent constructs were less than 1.

4.2.3 Measurement of Invariate Test between the US and Brazil Samples

The equality constraints were imposed before the multiple group measurement invariance tests on particular parameters in the final measurement model. The data for the two groups were analyzed simultaneously to obtain efficient estimates (Joreskog & Sorbom, 1996; Bentler, 1995). In this study, AMOS 20.0 was used for the analysis. In order to identify the measurement invariance in multiple group analysis, the researcher examined the significance of the difference in fit between the nested models by using the Chi-square difference test and the model-fit indices. Since the nested models (e.g., Model 1, Model 2, and Model 3) were used in the study, the Chi-square differences test suggested that the fit of the nested model was beyond the expected, whether by chance or otherwise. Other model-fit indices (e.g., CFI, RMSEA) were also examined to check the extent of differences between the models. By using Amos Graphic 20.0, the researcher obtained slightly different model-fit indices between models. In the model comparisons section, the chi-square difference tests and p value greater than .05 could possibly indicate the absence of difference in measurement items across the groups. Even though this study obtained the following Chi-square difference test and the p value as not greater than .05, it concluded that the measurement items across the groups were not significantly different when comparing model-fit indices.

Table 16. Between the those unexposed and exposed to the brands

Model	NPA R	CMIN	DF	P	CMIN/D F	CFI	RMSE A
Model	390	9729.223	389	.00	2.496	.705	.048

Model	NPA R	CMIN	DF	P	CMIN/D F	CFI	RMSE A
Number 1			8	0			
Model Number 2	389	9741.843	389 9	.00 0	2.499	.704	.048
Saturated model	4288	.000	0			1.00 0	
Independenc e model	256	23784.41 2	403 2	.00 0	5.899	.000	.087

Table 17. Chi – Square Difference Tests (Assuming model Unconstrained to be correct)

Between the Country

Table 18. Model-fit indices of Nested models

Model	NPAR	CMIN	DF	P	CMIN/DF	CFI	RMSEA
Unconstrained	200	11401.361	4088	.000	2.789	.616	.053
Hypothesis 2	199	11466.063	4089	.000	2.804	.613	.053
Hypothesis 3	199	11401.400	4089	.000	2.788	.616	.052
Hypothesis 4	199	11478.556	4089	.000	2.807	.612	.053
Saturated model	4288	.000	0			.000	
Independence model	256	22674.724	4032	.000	5.624	.000	.084

Table 19. Chi – Square Difference Tests (Assuming model Unconstrained to be correct)

Model	DF	CMIN	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Hypothesis 2	1	64.702	.000	.003	.003	.003	.003
Hypothesis 3	1	.039	.843	.000	.000	.000	.000
Hypothesis 4	1	77.195	.000	.003	.004	.003	.004

By examining the changes in model-fit indices between the unconstrained model and model 1(factor invariance), this study revealed that the measurement weights' model with an imposing 59 degrees of freedom had a slight change in its model-fit indices as compared to the unconstrained model. In an unconstrained model, it served as benchmark where the values in all model matrices were freely estimated and against which, the fit of more restricted models were compared (Mavondo, Gabbott, & Tsareko, 2003). After scrutinizing the Chi-square difference tests and the corresponding changes in the model-fit indices, this study concluded that the measurement invariance between the USA and Brazil's groups existed and these enabled this study to proceed according to the structural model evaluation.

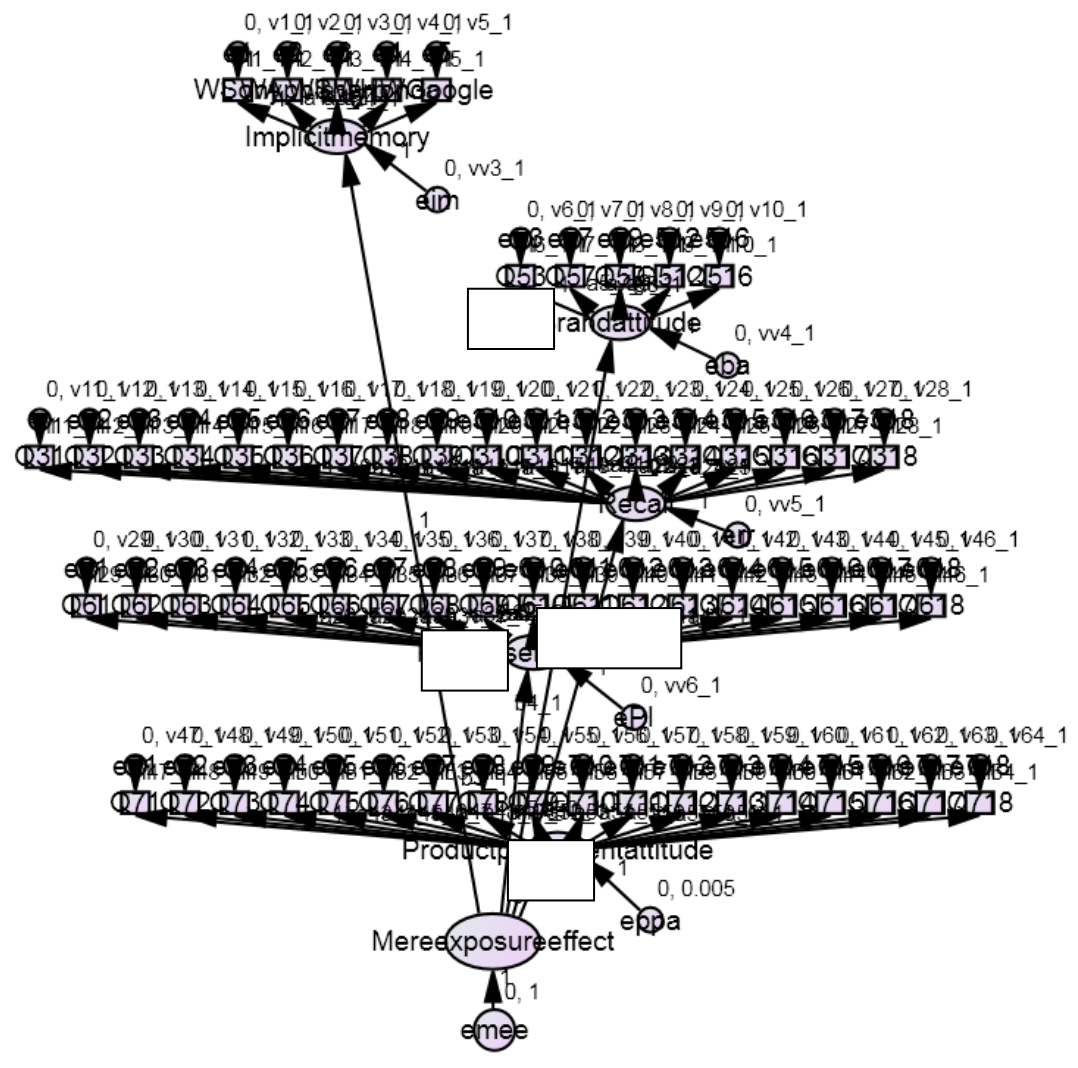
After testing the final model, the proposed research hypotheses were tested by using the nested models. Since the model was fit by testing different models as indicated in the above Table, and the p value was less than 0.01, it meant that a different relationship existed between the exposed and unexposed groups, and the American and Brazilian consumers in the proposed hypotheses. The results of chi square difference test were also supported to test the hypotheses.

4.2.4 Hypothesis Testing

The hypotheses of the research model set in the earlier sections were tested using SEM. The results of the hypotheses tested, based on the research model and their comparative analysis for the hypothesized path, is provided below.

While testing the research model, the error variance for product placement attitudes was negative for both the groups. The Heywood Case was used to fix the negative value by using very small positive value (0.005) (Bentler & Chu, 1987; Dillon, Humar, & Mulani, 1987). Thus, the error variance was set in both the groups. After changing the error variance, the

model-fit indices were obtained as reported in the following Table. The hypotheses proposed were tested using the final model.



Hypotheses 1

H1: Consumers / Participants who viewed the brands / products in the movie have a higher brand / product recall compared to the consumers / participants who did not view the brands / products in the movie. (Null Hypothesis)

The first hypothesis examined the difference between the consumers who were exposed and those who were not exposed to the different brands in the movie and their abilities to recall those brands. The exposed group showed a regression weight of 0.221 and the unexposed group showed a regression weight of 0.108 in the SEM. The estimates within the groups were significant at 0.05 levels in the SEM. The hypothesis supported both the groups with exposed consumers having higher regression estimates compared to the unexposed consumers, which indicated that the hypothesis could be accepted given there was a significant difference as indicated by the Chi-square test in SEM.

Table 20. Regression estimates and t test results of Hypothesis 1

Hypotheses	Estimates (Exposed)	Estimates (Unexposed)	χ^2 test
H1	0.221***	0.108***	0.0001

***Significant at 0.0001 levels

Assuming model Unconstrained to be correct:

Model	DF	CMIN	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Hypothesis 1	1	12.620	.000	.001	.001	.000	.001

Hypotheses 2

H2: The US Consumers / Participants are able to recognize and recall brands / products, which appear in the background of the movie when compared to the Brazilian Consumers / Participants.

The second hypothesis examined whether there was a significant difference between the consumers of the USA and Brazil regarding recognizing and recalling the brands that appeared in the background of the movie. The American consumers had a regression estimate of 0.251,

while the Brazilian consumers showed an estimate of 0.164. The estimates within the group were significant at 0.05 levels in SEM. The hypothesis was supported in both the countries with American consumers having higher regression estimates and mean values as compared to the Brazillian consumers, which indicated that the hypothesis could be accepted since there was a significant difference, which was also indicated by the Chi-square test in SEM.

Table 21. Regression estimates of Hypothesis 2

Hypotheses	Estimates (USA)	Estimates (Brazil)	χ^2 test
H2	0.251***	0.164***	0.0001

***Significant at 0.0001 levels

Assuming model Unconstrained to be correct:

Model	DF	CMIN	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Hypothesis 2	1	64.702	.000	.003	.003	.003	.003
Hypothesis 3	1	.039	.843	.000	.000	.000	.000
Hypothesis 4	1	77.195	.000	.003	.004	.003	.004

Hypotheses 3

H3: Consumers / participants from the USA are more accepting of product placements compared to their counterparts in Brazil.

The third hypothesis examined the product placements between the countries. The regression estimate for American consumers was 0.072, while that for the Brazilian consumers was 0.070. The estimates of SEM within the group were significant at 0.05 levels for both the groups. The mean values for product placements were also higher for the Brazilian consumers than the Americans. So we can conclude that the consumers from both countries were

accepting product placements with greater acceptance on the part of American consumers and this hypothesis Was rejected as chi-square is SEM showing a p value of $0.843 > 0.05$. **Table 22.**

Regression estimates Hypothesis 3

Hypotheses	Estimates (USA)	Estimates (Brazil)	χ^2 test
H3	0.072***	0.070***	0.843

***Significant at 0.0001 levels

Hypotheses 4

H4: There are discernible similarities in consumers / participants' brand attitudes and purchase intentions among the consumers / participants from the USA and Brazil in spite of the fact that their countries of origins are different.

The fourth hypothesis stated that the American consumers had discernible similarities in terms of brand attitudes and purchase intentions with consumers from Brazil in spite of fact that their countries of origins were different. The regression estimate for brand attitudes for the US consumers was 0.348 and Brazil's consumers was 0.201. Brazil's consumers also had higher mean value for brand attitude than the US consumers. The regression estimates for purchase intentions in the US sample was 0.308, while that for Brazil was 0.218. The American consumers also had higher mean value for purchase intentions compared to Brazilian consumers. The estimates within the group in the SEM model were significant at 0.05 levels. Since the estimates were different for both the countries, there were no similarities between them.

Table 23. Regression estimates of Hypothesis 4

Hypotheses	Estimates (USA)	Estimates (Brazil)	χ^2 test
H4 Brand attitude	0.078***	0.418***	0.0001

H4 Purchase intention	0.453***	0.453**	
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***Significant at 0.0001 levels

** Significant at 0.05 levels

Summary of the Hypothesis testing

Table 24

Hypothesis	Brazil	USA	χ^2 test	Result
<i>H1: Consumers / Participants who viewed the brands / products in the movie have a higher brand / product recall compared to the consumers / participants who did not view the brands / products in the movie.</i>	0.221*** (Exposed)	0.108*** (Unexposed)	0.0001	Accepted
<i>H2: US Consumers / Participants are able to recognize and recall brands / products which appear in the background of the movie than Brazil.</i>	0.251***	0.164***	0.0001	Accepted
<i>H3: Consumers / participants from USA are more accepting of product placements compared to their counterparts in Brazil</i>	0.072***	0.070***	0.843	Rejected
<i>H4: There are discernible similarities in consumer / participant brand attitudes and purchase intentions in consumers / participants from USA and Brazil in spite of the fact that their countries of origins are different.</i>	0.078***	0.418***		Accepted
	0.453***	0.453**		

Descriptive Statistics

Table 25. Implicit Memory

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
W Sony	651	0	1	.72	.451
W Apple	651	0	1	.78	.417
W Sharp	651	0	1	.82	.380
W Honda	651	0	1	.85	.359
W Google	651	0	1	.75	.435

The above Table shows the mean and standard deviations for the constructs determining Implicit Memory. The word 'Honda' had a high mean value of 0.85 and a standard deviation of 0.359, while the word 'Sony' had a low mean value of 0.72 and a standard deviation of 0.451.

Table 26. Unaided recall

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
UNRec Sony	651	0	1	.75	.431
UNRec Apple	651	0	1	.90	.298
UNRec Sharp	651	0	1	.90	.302
UNRec Honda	651	0	1	.89	.312

UNRec Google	651	0	1	.80	.397
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The above Table shows the mean and standard deviations for the constructs determining unaided recall. ‘Apple’ and ‘Sharp’ had high mean values of 0.90 and standard deviations of 0.298 and 0.302 respectively.

Table 27. Attitude towards brand

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
ATTBrand3	651	1	5	4.13	1.100
ATTBrand7	651	1	5	3.78	1.395
ATTBrand9	651	1	5	3.85	1.420
ATTBrand12	651	1	5	3.50	1.294
ATTBrand16	651	1	5	4.17	1.276

The above Table shows the mean and standard deviations for the constructs determining attitudes towards the brand. ‘Google’ had a high mean value of 4.17 and a standard deviation of 1.276, while ‘Panasonic’ had a low mean value of 3.50 and a standard deviation of 1.294.

Table 28. Aided recall

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AltaVista	651	0	1	.73	.443
Apple	651	0	1	.80	.403
Bing	651	0	1	.67	.470
Chevrolet	651	0	1	.73	.445
Dell	651	0	1	.70	.458

Ford	651	0	1	.71	.456
Google	651	0	1	.73	.447
Hewlett Packard - HP	651	0	1	.73	.445
Honda	651	0	1	.70	.457
Hyundai	651	0	1	.71	.455
LG	651	0	1	.67	.471
Panasonic	651	0	1	.70	.458
Samsung	651	0	1	.70	.460
Sharp	651	0	1	.66	.475
Sony	651	0	1	.69	.463
Toshiba	651	0	1	.58	.494
Toyota	651	0	1	.65	.477
Yahoo	651	0	1	.67	.472

The above Table shows the mean and standard deviations for the constructs determining aided recall. 'Apple' had a high mean value of 0.80 and a standard deviation of 0.403, while 'Toshiba' had a low mean value of 0.58 and a standard deviation of 0.494.

Table 29. Purchase intentions

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AltaVista	651	1	5	3.85	1.385
Apple	651	1	5	3.80	1.418
Bing	651	1	5	3.90	1.396
Chevrolet	651	1	5	3.79	1.393
Dell	651	1	5	3.29	1.533

Ford	651	1	5	3.75	1.468
Google	651	1	5	4.12	1.288
Hewlett Packard - HP	651	1	5	3.72	1.493
Honda	651	1	5	4.11	1.330
Hyundai	651	1	5	3.76	1.272
LG	651	1	5	3.83	1.201
Panasonic	651	1	5	3.50	1.363
Samsung	651	1	5	4.15	1.139
Sharp	651	1	5	4.21	1.089
Sony	651	1	5	2.93	1.534
Toshiba	651	1	5	4.28	1.316
Toyota	651	1	5	3.95	1.270
Yahoo	651	1	5	2.63	1.535

The above Table shows the mean and standard deviations for the constructs determining purchase intentions. ‘Toshiba’ had a high mean value of 4.28 and a standard deviation of 1.316, while ‘Yahoo’ had low mean value of 2.63 and a standard deviation of 1.535.

Table 30. Product Placement Attitude

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I will not go to movies if I know beforehand that brands are placed in the film for commercial purposes.	651	1.00	5.00	2.69	1.58
I hate to see brands in films if they are presented for commercial purposes.	651	1.00	5.00	2.96	1.36

I do not care if a movie producer receives money or other compensation from companies for placing their brands in their films.	651	1.00	5.00	3.79	1.09
It is highly unethical to influence the audience to use branded products in movies.	651	1.00	5.00	2.70	1.26
Viewers of films should have the option to receive a refund of their ticket if they don't like to see brands in the film which they watch.	651	1.00	5.00	2.78	1.53
Movie producers are deceiving the audience by disguising advertisements as brands in movies.	651	1.00	5.00	2.72	1.30
The government should regulate the use of brands in movies.	651	1.00	5.00	2.95	1.41
If movies are making money out of brands placed in them, movie ticket prices should be reduced.	651	1.00	5.00	3.26	1.19
Brands featured in a film for which a producer received payment should be presented in the opening credits, at the beginning of the movie.	651	1.00	5.00	2.87	1.21
I'd rather see real brands instead of fictitious brands.	651	1.00	5.00	3.71	1.05
Fictional films should use fictitious brands instead of real brands.	651	1.00	5.00	2.79	1.19
I often watch rented movies.	651	1.00	5.00	3.78	1.10
I often watch movies in the theater.	651	1.00	5.00	3.68	1.01
I hate watching movies.	651	1.00	5.00	3.35	1.77

Movies should not show the same brand very often.	651	1.00	5.00	2.99	1.07
Films should only contain those brands that are essential for the realism of the plot.	651	1.00	5.00	3.32	1.15
I consider the placement of brands in films as “commercials in disguise”.	651	1.00	5.00	3.31	1.08
Movie audiences are subconsciously influenced by the brands they see in movies.	651	1.00	5.00	3.42	1.00

The above Table shows the mean and standard deviations for the constructs determining product placement attitudes. The statement “I do not care if a movie producer receives money or other compensation from companies for placing their brands in their films” had a high mean value of 3.79 and a standard deviation of 1.09, while the statement “I will not go to movies if I know beforehand that brands are placed in the film for commercial purposes” had a low mean value of 2.69 and a standard deviation of 1.58.

4.2.5 Inferential Statistics

The T-test was used to examine whether specific sub-groups differed significantly in their responses to any questionnaire item. It was mainly based on the sub-sample means and standard deviations, a measure of dispersion in the sample, to determine whether the observed differences between the groups were likely to be due to chance. Again the 0.05 level of statistical significance was normally used when reporting the results. This test may be used on relatively small samples, even when the sub-groups are of different sizes. However, it is only suitable for comparing two sub-groups. When comparisons of three or more sub-groups are required, researchers tend to resort to the One Way ANOVA (analysis of variance) instead.

Table 31

Group Statistics					
	Country	N	Mean	Std. Deviation	Std. Error Mean
Recall	Brazil	319	.7119	.31750	.01778
	USA	332	.6509	.37070	.02034
PPA	Brazil	319	3.0747	.46494	.02603
	USA	332	2.9510	.54356	.02983
Purchase intention	Brazil	319	3.7590	.74479	.04170
	USA	332	3.8770	.65146	.03575
Implicit Memory	Brazil	319	.7442	.29888	.01673
	USA	332	.8072	.28189	.01547
Unaided recall	Brazil	319	.8503	.33195	.01859
	USA	332	.9059	.23479	.01289
Brand Attitude	Brazil	319	4.1937	.72993	.04087
	USA	332	4.0651	.77817	.04271

Table no 32

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means
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			F	Sig.	t	df	Sig. (2- tailed)	Mean Differen ce	Std. Error Difference	95% Confidence Interval of the Difference	
										Lower	Upper
Recall	Equal assumed	variances	18.08 4	.000	2.251	649	.025	.06101	.02710	.00780	.11422
	Equal assumed	variances not assumed			2.258	640.65 5	.024	.06101	.02702	.00796	.11406
PPA	Equal assumed	variances	1.673	.196	3.116	649	.002	.12374	.03972	.04576	.20173
	Equal assumed	variances not assumed			3.125	640.46 7	.002	.12374	.03959	.04599	.20149
Purchase intention	Equal assumed	variances	6.463	.011	- 2.155	649	.032	-.11804	.05478	- .22561	- .01047
	Equal assumed	variances not assumed			- 2.149	630.19 8	.032	-.11804	.05493	- .22591	- .01017
Implicit Memory	Equal assumed	variances	9.020	.003	- 2.769	649	.006	-.06303	.02276	- .10773	- .01833
	Equal assumed	variances not assumed			- 2.766	642.78 0	.006	-.06303	.02279	- .10778	- .01828
Unaided recall	Equal assumed	variances	27.53 4	.000	- 2.473	649	.014	-.05556	.02247	- .09967	- .01145
	Equal assumed	variances not assumed			- 2.457	570.54 0	.014	-.05556	.02262	- .09998	- .01114
Brand Attitude	Equal assumed	variances	10.67 2	.001	2.174	649	.030	.12867	.05919	.01245	.24489
	Equal assumed	variances not assumed			2.177	648.62 7	.030	.12867	.05911	.01260	.24474

The above Tables show the mean values of implicit memory, unaided recall, brand attitudes, aided recall, purchase intentions, and product placement attitudes between consumers and participants in Brazil and the USA.

The t test statistic of aided recall between consumers of Brazil and the USA was 2.251 and its corresponding p value was $0.025 < 0.05$. Since the p value is less than 0.05, we can conclude that there is a significant difference between consumers/participants of Brazil and the USA regarding aided recall.

The t test statistic of product placement attitudes between the consumers of Brazil and the USA was 1.528 and its corresponding p value was $0.002 < 0.05$. Since the p value was less than 0.05, we could conclude that there was a significant difference between the consumers of Brazil and the USA regarding product placement attitude.

The t test statistic of purchase intentions between the consumers of Brazil and the USA was -2.155 and its corresponding p value was $0.032 < 0.05$. Since the p value was less than 0.05, we could conclude that there was a significant difference between the consumers / participants of Brazil and the USA regarding purchase intentions.

The t test statistic of implicit memory between the consumers of Brazil and the USA was -2.279 and its corresponding p value was $0.006 > 0.05$. Since the p value was less than 0.05, we could conclude that there was a significant difference between consumers / participants of Brazil and the USA regarding implicit memory.

The t test statistic of unaided recall between the consumers of Brazil and the USA was -2.473 and its corresponding p value was $0.014 < 0.05$. Since the p value was less than 0.05, we could conclude that there was a significant difference between the consumers / participants of Brazil and the USA regarding unaided recall.

The t test statistic of brand attitudes between consumers of Brazil and the USA was 2.174 and its corresponding p value was $0.030 < 0.05$. Since the p value was less than 0.05, we could conclude that there was a significant difference between consumers / participants of Brazil and the USA regarding brand attitudes.

CHAPTER V - DISCUSSION

This chapter entails an overview of the study and a discussion of the results. Particularly, the chapter encompasses: 1) a summary and discussion of the research question, hypothesis and 2) conclusions. In the delivery of the discussion and conclusions, the study will integrate aspects of existing literature in order to contrast findings as well as fuse the existing pool knowledge with the emerging one (from this study).

5.1 Research aims and Hypothesis of this Study

The broader objective of this study can briefly be provided in particulate aims as follows: to measure the attitudes of consumers regarding the brand displayed by this strategy as well as to highlight recall, recognition and purchase intentions generated by product placement on consumers. In addition, check the differences and similarities between the behavior of Brazilian and American consumers caused by the influence of product placements.

5.2 Study Primary Research Reliability and Validity

The primary research data entry and analysis involved the use of spreadsheet applications as well as Statistical Package for Social Scientists, Version 18. A series of data cleaning and verification ensured that the data had achieved the required threshold of integrity. It is a common tendency even in cases where the data generated is consistent and meeting the required thresholds, to have missing values as well as outliers, thus must be attended prior to analysis so as to eliminate chances of distorting the findings. Kurtosis test of normality for Structural Equation Modeling on data items justified whether the threshold required was met.

Cronbach's alpha coefficient tested the reliability of the face-to-face interviews instrument used in this study. The Cronbach's alpha coefficient applies an index scale ranging from 0 to 1, where a reliability of 0 means no relationship, and reliability of 1 indicates a perfect and positive relationship. The chief motivation towards the test for reliability is the degree of the study to replicate similar results if repeated with the same research instruments. Achieving the internal consistency ensures that interviews and questions applied thereof, can replicate data and by extension the findings accordingly. The reliability index coupled with the validity has a

qualification for the data to represent the reality on the ground inline in the scope of the study objectives. Largely, the reliability of data and the research validity instrument paint the true picture of the realities on the ground than just the current state of affairs. That is why, the research are able to forecast through trends towards into the future based on the inferences made as well as observational consistency. Nevertheless, the measure of forecast will depend on the influence of the anticipation component within the study scope. It is observed that the increase of the length of questions used in the questionnaire diminishes the reliability index of the same. Based on the reliability scale test, the questionnaire instruments applied in the study achieved an overall consistency index of 0.91.

5.3 Implicit Memory of Consumers

In particular, the overall reliability index for the section on the implicit memory of the consumer was at 0.90. This implies the near effectiveness of this as an instrument. The t test statistic of implicit memory between consumers of Brazil and U.S. show that there is a significant difference between the two. Yang and Roskos-Ewoldsen (2007) have provided an interpretation of consumer implicit memory and in particular in relation to brand placement. Other scholarly works by Auty & Lewis (2004) as well as Law & Braun (2000) demonstrate the strengths associated with implicit memory measures on the effectiveness of product placement. The strength of the question instrument for this study relied on the effectiveness to measure the respondent ability to complete the word correctly. The delivery of the respondent ability was implied though a measure of 1 for every brand with correct answer and for every wrong answers 0 marks. To diminish the risks of applying the instrument a broad array of object brand names was supplied. Yang and Roskos-Ewoldsen (2007) note that implicit measures have a greater advantage (over the explicit ones), due to their inherent capacity to imply on the unreachable conscious mind, while quantifying the product choice across the consumer spectrum. In addition, the implicit memory can persist in the mind of the audience longer than explicit memory (Tulving *et al.*, 1982).

Cowley and Barron (2008a) argue that this inherent ability of the implicit measures provides an anticipative vantage for the marketers to thwart the negative effects stemming from the product placement. Daniels (2011 pp.60) clarifies on the definition of product placement.

Klinger & Greenwald (1994) explain that implicit memory leads to improved perception in relation to familiarization resulting in favorable evaluations of the product. Thus, with the product placement the audience may have a lasting memory of the intended product (Yang & Roskos-Ewoldsen, 2007). Correlation results for the native brands compared to those from overseas on the bases of word completion showed that native brands had higher correlation with the rest (that is, the Sharp). The tendency of the correlation results of the Google brand word to be completed with close links with others implying a benchmark role over others could be associated with its universal role as a technological and information search engine. Historically, the world has shifted from the industrial age to the digital era where the computer technologies are on the centre stage and information mining, exchange and delivery is a core component (Aldridge, 2003 pp.151). Other significant revelation from the results may incline towards the relationship between cultural influences on consumer and the promotional strategy. This is in line with views by Crawford (2004) as well as Nelson and Devanathan (2006) that there is need for the marketers for a nonnative brand to comprehend the perception of product placement among the foreign consumers, more so considering the globalization of media and technology. The correlation results best relate with the perspective views of McCracken (1986) that culture is the vehicle that transfers the functional understanding of a product via the promotional system in an interactive way with the consumers. Alternatively, Brennan, Dubas and Babin (1999); Craig-Lees *et al.* (2008); Gould *et al.* (2000); McKechnie and Thou (2003); Galician (2004, pp.83) as well as Thou (2003) agreed that the differences in consumer perceptions regarding product placement in different countries may be attributable to cultural influences related to consumer behavior. On this base, this raises a variance within the correlation result on differentials arising from the cultures of the U.S. and those of the Brazilians. Hofstede and Hofstede (1984) have noted this. Probably, that partially explains the low popularity among the consumers of the Sony brand, though still a nonnative brand. To some extent, how particular culture properties impact the consumer behavior could give a deeper insight into the correlation result, more so giving a detailed inherent account of both the American and Brazilian attitude and perception on how each influenced the individual brand during the product placement for the word completion exercise. This forms a distinct and imperative early departure for the researcher to unpack individually the brands in question while providing quantified measures relative to the particular countries consumer behaviours

associated with the product placement strategy used. Such correlation results in the hands of a marketer are applicably the most high-end breed instruments to make use of in order to capture consumer through promotional activities involving product placement. These highly anticipative results place the marketer in a position where they can predict, prevent and counter strategize on the negative marketplace influences while harnessing all potential for the maximization of the product awareness of the consumer populace. This is validated by the finding in other research that the consumer behaviors in Brazil and the U.S. are differently understood and that the movie product placement cradled from the U.S. into the rest of the world (Hofstede and Hofstede 1984).

5.4 Audience Unaided Recall

The overall reliability index for the second section on unaided recall of different brands was 0.81. The same criterion for the award of the respondent ability was applied just as in the first section. The parameter on recall and recognition abilities of the respondents is a common feature in most studies in the field consumer behavior as well as in the product placement. Thus, the ability of the questionnaire instrument to achieve such a reliability index is an indicator of the threshold satisfaction necessitated for this study and a significant strength of confidence when comparing the finding on this parameter for this study with that of another related study. Moreover, the reliability index result is a fast forward for the reliance on the delicate findings for measuring of consumer memory lapse across an array of product brands through product placement. The t test statistic of unaided recall between consumers of Brazil and U.S. show that there is a significant difference between the two. Andriasova (2006) views that research has substantiated recall abilities of the audience as being positively related to prominent product placement. The correlation results pattern for unaided recall of words among consumers for brands showed that Apple and Sony were on the highest and lowest ends, respectively. Other the differences in the consumer product category, the universal acceptance of technologies could be the underlying reason for the extreme occurrence of the Apple and Sony. Sony has Asian roots, while Apple is American. Largely, this divergence between the two brands could partly explain the correlation results. Probably, studies carrying out in depth investigations on research variables of consumer purchase intentions and product placement for the brand recognition could come in handy to explain the promotional contrasts

of the two and the correlation gap between the two. Such data should be pooled directly from the marketers rather than consumers since the variables are more allied to the marketing strategies than behavioral tendencies of the end user. The overlap in the understanding the marketers' strategies and end user behavioral tendencies on products and their placement could alienate the potential impacts of the cross-cultural influences if research findings show that marketers' strategy are primary and the end user behavioral tendencies act as the compounding factors. In other words, the researcher would have identified the underlying strategic approaches of marketers that fit in the different end user culture resulting to maximization of product placement channels be it movies, or other motion pictures. Such a research undertaking will be of interest to marketers since it will untangle the complexities that have been longstanding between the satisfying of different cultures through use of a common marketer's product placement strategy, with optimal results expected. For Apple and Sony product placement in U.S. and Brazil, this research should form the starting towards that direction.

5.5 Aided Recall of Audience

In this study, the reliability index rated aided recall higher than the unaided recall. The overall reliability index for the aided recall, which formed the third section of the questions, was 0.94. The product placement embedded on a movie, which was viewed by the target audience. The results for this index indicated a robust consistency trend with the aided recall for the product placement. Zanjoc (1968) describes the aided recall as a simple exposure impact of an individual causing a stimulus that is enough for the enrichment of the audience attitude towards the product. Bornstein and D'Agostino (1992) emphasize that the simplified exposure impacts are higher when the stimuli are felt without consciousness better than when consciously perceived. Thus, the occurrence of the simple exposure impact related to product placement means that consumer exposure to the brand in the movie influenced their attitude but probably the viewer did not even see the brand (Dennison and Shaw, 2004 pp.157; Shaw and Dennison, 2005 pp.197). Sabherwal *et al.* (1994) conclude that audio-visual placement results in higher levels of recall and recognition than just visual placement. Gupta and Lord (1998) demonstrated that prominent placement led to higher recall than the commercials and by extension has a better performance than subtle placement. The mention of the brand even

once had higher recall than just the subtle placement lacking any audio reinforcement. Law and Braun (2000) conclude that placement impacted on the recall and recognition tests and influenced new implicit buy outs measure. The effectiveness of the modality of placement was also different based on the test used. In addition, the audio-visual placement had a higher remembrance effects, however hardly chosen. Nelson and Devanathan (2006) conclude that integration in a movie had a negative impact on the recall of a brand, but had a positive influence on the brand awareness. Gupta and Gould (2007) predictors for the impact of recall were place and price of the product. Ming-tiem *et al.* (2007) infer that great brand awareness strategy during the product placement leads to a massive recall impacts. In the correlation results pattern, the Hyundai brand had high correlations with other brands used in the film to recall, while Apple had the lowest correlation.

5.6 Attitude towards the Brand

The overall reliability index for attitude towards the brand, which formed the fourth section of questions, was 0.77. This was well above the recommended threshold. Past studies have revealed that the mere exposure effect impacts consumers' attitude towards the brand placed. Ramaprasad (2001) found out that consumers in different countries hold divergent attitudes towards promotional messages and advertisements. The correlation result patterns for brand attitude showed that Honda and Google featured in the extreme ends of the highest and lowest in correlation with other brands, respectively. Arguably, Honda brand is a distinctively oversee brand in either Brazil or the U.S. thus, a probability that a common product placement strategy applied in either countries leading to a closely similar impact since it is an introduced rather than native brand in either. Google is natively U.S. brand, introduced in Brazil thus this could form the bases of the differences in promotional activities by country marketers resulting to differences in the correlation within the brand as well as with other brands. This aligns with the views by ChangHyun and Villegas (2007); Gould *et al.* (2000); Hudson and Hudson (2006); McKechnie and Thou (2003) as well as Nelson and Devanathan (2006) that there are high chances that end users in different countries have varying attitudes towards brand such that they are customized to fit in that particular taste.

5.7 Purchase Intentions of Consumers

The overall reliability index for purchase intentions, which formed the fifth section of the questions, was 0.89. The t test statistic of purchase intention between consumers of Brazil and U.S. show that there is a significant difference between the two. ChangHyun and Villegas (2007) view that there has been dismal research focus on the effect of the strategy of product placement on consumer purchase intentions. Based on the mere exposure theory is perceived to generate a positive impact towards a stimuli that shows that the stimuli is the source of benefit to the individual hence leading to an influence on the individual purchase intentions (Young and Claypool, 2010; Segrave, 2004 pp.185). The correlation results pattern for purchase intentions showed that Sharp and Yahoo were the highest and lowest.

5.8 Attitude towards Product Placement

The overall reliability index for product placement attitude, which formed the sixth section of questions, was 0.81. The reliability index reported was substantially well above the required threshold. The t test statistic of Brand attitude between consumers of Brazil and USA show that there is a \ significant difference between the two. Based on Lee *et al.* (2010) intensive research revealed that attitude is a core factors influencing the decisions on perception towards product placement more so in movies. Other lead factors are cultural characteristics as well as consumer beliefs. According to Babin and Carder (1996a), there is an association between the product placements and their influence on brand evaluations or attitudes of the audience. Based on Avery and Ferraro (2000), there is increasing realization on the use of product placement as a promotional tool by marketers; this is in relation to its influence on the brand attitudes on the consumers. Karrh (1998) argues that cross cultural differences among nationalities influence the attitudes held by consumers on the product placement, and that marketers should significantly factor in this, more so with regard to international promotions. According to Tiwsakul *et al.* (2005), the convergences and divergences of consumers' perceptions and attitudes towards product placement strategy should be considered both on the cultural context as well as in particular product category. Wide knowledge gaps loom concerning the influence of consumer attitude and perception towards brand placement strategy (Lai-Man and Wai-Yee, 2008; McKechnie and Thou 2003; Morton and Friedman,

2002; Matthes *et al.*, 2007). Fazio *et al.* (1989) explains that the exposure to product placements may not have an explicit change in the audience's attitudes, but it may influence the audience's choice behavior implicitly. Russell (2002) found out that visual placements with lower plot connection are more effective in influencing brand attitudes than higher ones.

5.9 Research Question

There are existing differences from one country to another on the consumer attitude, thus the impact of a common marketing may yield divergent effects across the cultures of both (Brennan *et al.*, 2004). Recent studies on consumption patterns studies tended to factor in the broader cultural or nationality context (Barcellos, 2007). Product placement has gained considerable entry into the motion images, pictures and movies. Not only do marketers aim to maximize brand and product awareness through product placement, but also positively influence the attitudes and behaviours of consumers (Cowley and Barron, 2008b). As concerns Brazil, two preceding scholarly work by Carvalho *et al.* (2008) and La Pastina (2001) set pace for this study regarding product placement in that country. Earlier studies targeting the trend of product placement in the U.S. by Gould *et al.* (2000) McKechnie and Thou (2003) demonstrate that there are cultural differences between countries play an important role in the effectiveness of product placement. Much as the cross-cultural among nationalities influence has been emphasized in product placement studies; there are looming gaps about choice behavior, attitudes and purchase intentions regarding product placements across different nationalities and more so among the young audiences.

This study purposes to respond and resolve the research question on the differences and similarities in the Brazilian and American consumers' behavior, based on the influence of the product placement strategy.

H₁: Consumers / Participants who viewed the brands / products in the movie have a higher brand / product recall compared to the consumers / participants who did not view the brands / products in the movie. (Null Hypothesis)

Chi Square intends to test for independent of variables, in particular the extent of association. The Chi Square results tailored for hypothesis were not rejected, thus those exposed as well as

unexposed to the movie were pooled from the same population. In other words, there is no difference in impact of brand or product viewing in movie on the recall patterns for those exposed and the unexposed. The analytical findings imply that there are particular properties (individual implicit memory) that influence the recall abilities of the audience. These differences in abilities do not only exist in one country but both. In other words, the results imply that there is personality differences embedded with the recall abilities of the audience across the two countries. It will be interesting for research to quantify how these inherent individual personalities come into play; probably this could be measured through gender, age brackets, and economic differentials among other socio-economic, geographical and technological parameters. This means that holding other factors constant (such as cross-culture differences) marketers should factors in their product placement strategy individualized differences in order to maximize their impact. Contemporary economic factors such as technology influence, earning and media consumption tend to have converging effect; however differences in culture result in divergence effects (Burton 2003; Jenkins 2006). There are close links that exist between culture and communication (Adler and Gundersen, 2008; Hall 1977, 1989). Adler and Gundersen (2008) argue that communication is a conveyor of culture.

The t statistical tests are structured to establish the consistence of data within and between groups and that are the samples drawn the same population or not. The t-test statistical results showed that there exists substantial difference regarding aided recall between Brazil and the U.S. The group statistics results obtained for both countries can further support this. These results imply that the audiences were not drawn from a homogenous population in that significant differences occurred between those exposed and unexposed as well as the substantial differences stemming from the country of origin. In other words, there are significant differences detected with product placement and that the audience from both countries responded differently to the movie exposure.

H₂: US Consumers / Participants are able to recognize and recall brands / products, which appear in the background of the movie than Brazil.

The Chi Square statistical test results imply that there are no significant differences between Consumers / Participants of US and Brazil regarding ability to recognize and recall brands /

products, which appear in the background of the movie. The statistical test results imply that there are no country (as whole) specific differences and similarities that uniquely characterize one country but rather audiences in Brazil will differ or resemble just the way those in America will do. In other words, based on the country in general rather than individual audience, both Brazil and the U.S. are drawn from the same homogenous population and that how the U.S. recalls brands / products is just the way Brazil will do. It is essential to note that, the group dynamics in the form of country (Brazil and the U.S.) infer that they are drawn from the same population, however this does not automatically mean that the individual dynamics of persons in the U.S. and Brazil (that is, Americans and the Brazilians) are drawn from the populations. Actually, the difference is between and within the group dynamics as well as intra- and inter-individual dynamics. A caution is that much as these statistical tests indicate the groups (Brazil and the U.S.) are drawn from the same population, it is not clear it is at inter-continentially, hemisphere-based or globally. In other words, there is no sufficient information on what population bases to generalize the results.

H₃: Consumers / participants from U.S. are more accepting of product placements compared to their counterparts in Brazil.

Product placement is a marketing strategy that thrives on communication channels in order to reach target consumers. The Chi Square statistical test results showed that there is no significant difference between the U.S. and Brazil Consumers regarding Product Placement Attitude. These results imply that the American and Brazilian consumer populaces hold attitudes towards product placement that do not differ in dynamics. In other words, it is expected that differences and similarities in attitudes towards product placement will occur in the U.S. populace as good as in the Brazilian one (Singhal, 2004 pp.266). This means there is a possibility to generate a trend for the relationship between the patterns of consumer attitude towards product placement in the Americans and the Brazilians. Initial studies on the effectiveness of product placement have concentrated on recall and recognition of brands and products that feature (Babin and Carder 1996; d'Astous and Seguin 1999; Gupta and Lord 1998; Dayal-Gulati and Finn, 2007 pp.93). There has been a shift in the position of product placement in the motion pictures (movies) from an inconspicuous integral to an indelible one (Yang & Roskos-Ewoldsen, 2007; Hardy, 2010 pp.334). According to Nelson & Devanathan

(2006), due to divergences in the cultural backgrounds, there are differences in product placements perception among the target audiences across countries.

Product placement as initial roots in the U.S. and spread to other parts other world. This has a lot of significance in explaining the initial motivation of product placement cradled as well as the likely potential it had in value adding on the promotional activities for the marketers. In other words, the American marketers had found a significant potential in conducting promotional activities through the product placement platform. What cannot be immediately established is whether the motivation was driven by the consumer and other end user groups; the effectiveness of the product placement as a marketer's promotional strategy or both. This has a valuable underlying understanding as to the acceptance of the strategy not only to the Americans but to the rest of the world since this motivation provided the competitive advantage that led to the probable widespread adoption. In other words, Brazilians and U.S. acceptance could be pooled together if there is a common competitive advantage popular among the marketers who apply the product placement strategy that creates a replicating appeal or the end user groups are enthusiastic towards the product placement strategies. In order to create the understanding, research should provide a robust mechanism that will be able to hold constant other compounding factors.

The t test statistic of product placement attitude between consumers of Brazil and U.S. was 1.528 and its corresponding p value is $0.002 < 0.05$. Since the p value is less than 0.05 then, there is a significant difference between Brazil and the U.S. regarding product placement attitude. These results imply that the measurable differences and similarities among the Brazilians are not same as those among the U.S. counterparts. In other words, there is significant difference in the way the Americans consumer attitudes influence the product placement strategies of the marketers from their Brazilian counterparts.

H₄: There are discernible similarities in consumer / participant brand attitudes and purchase intentions in consumers / participants from the U.S. and Brazil in spite of the fact that their country of origin is different.

The Chi Square statistical test results showed that indeed there are discernible similarities in consumer / participant brand attitudes and purchase intentions in consumers / participants from the U.S. and Brazil in spite of the fact that their country of origin is different. These imply there are relational overlaps, where the Americans consumer purchase intentions reflect those of the Brazilians. Probably this could have bases with the findings that U.S. and Brazil are drawn from the same population. Such a relationship has significant overlap of semblance. In addition, the product utility and functional application may lead to the end user to possess particular traits. These results to convergence of character and behavior of end users as they adapt to the use as well as adopt the technologies for gaining material and service benefits from the product. This ultimately influences the consumer attitude and purchase intentions. Take for instance, the Google is a information technology tool, which the end users must have the skill and knowledge in order to gain full utility of its services. Nevertheless, the application of the Google facility leads to the end users verse with some particular technologies leading to the convergence of knowledge and skill across them. Furthermore, most of the services rendered by Google are common throughout the end user groups thus creating the possibility for another convergence point. In total the stimuli and response by individual will common, hence possibility for a common attitude and purchase intention. In other words, beyond the product placement there is also the influence of the individual impact of the product result to convergence or divergence in the attitude and purchase influencing the promotional activities.

CHAPTER VI – CONCLUSIONS AND FINAL CONSIDERATIONS

6.1 Introduction

This study undertaking was intended to reveal the differences and similarities in the Brazilian and American consumers' behavior, based on the influence of the product placement strategy. This involved the measuring of consumer attitudes in relation to brand/ product placement strategy; examine the recall, recognition and purchase intentions exhibited on product placement by consumers as well as explore for the differences and similarities between the behavior of Brazilian and American consumers as influenced by the product placement strategy. During the analysis, the kurtosis test of normality for Structural Equation Modeling on data items justified whether the threshold required was met. The study also applied the Crobach's alpha coefficient test for the reliability of the face-to-face interviews instrument. The reliability index coupled with the validity has a qualification for the data to represent the reality on the ground inline in the scope of the study objectives. Largely, the reliability of data and the research validity instrument paint the true picture of the realities on the ground than just the current state of affairs.

6.2 Conclusions

The reliability index for the overall questionnaire instrument gave a sound indication that it had met satisfactorily the overall consistency threshold. The finding on the significant differences on implicit memory between consumers of Brazil and U.S. augured well with the findings by Yang and Roskos-Ewoldsen (2007). Actually, the audience behavioral and judgmental tendencies implied that product placement has significant impact; however this will vary markedly between the Americans and the Brazilians. Implicit memory measures provide the status of a non-conscious effect on the brand placement. This finding has provided an important insight into the alternative measures that are not consciously accessible as well as provided bases on making inferences on the less understood elements along these tendencies. Yang *et al.* (2006) has also clarified this advantage of measures of implicit memory. According to Cowley and Barron (2008a), the inherent ability of the implicit measures provides an anticipative vantage for the marketers to thwart the negative effects stemming

from the product placement. Hence, the significant difference in the findings should not be viewed as an extra burden for the marketers involved in strategic planning to capture both consumer bases in Brazil and U.S. but an imperative revelation (particularly an added advantage) on how to package product placement to appeal the of either. Klinger & Greenwald (1994) explain that implicit memory leads to improved perception in relation to familiarization resulting in favorable evaluations of the product. Thus, with the product placement the audience may have a lasting memory of the intended product (Yang & Roskos-Ewoldsen, 2007). Correlation results for the native brands compared to those from overseas on the bases of word completion showed that native brands had higher correlation with the rest (that is, the Sharp).

6.3 Theoretical Implication

The ties between the prominent product placement and recall abilities could best explain why there are significant differences in unaided recall between consumers of Brazil and U.S. this is also captured in the works of Andriasova (2006). The overlap in the comprehending the marketers' strategies and consumer behavioral tendencies on products and their placement could alienate the potential impacts of the cross-cultural influences if research findings show that marketers' strategy are primary and the end user behavioral tendencies act as the compounding factors.

The fact there is a significant difference in the attitude towards product placement as well as brand between consumers of Brazil and USA implies its essential role influencing marketers aiming at maximizing promotional impacts on end users with varied background and regional isolation. Anecdotally, the factor of attitude is compounded by other factors as captured by Lee *et al.* (2010). Thus, it difficult to find that attitude has individually led to divergent impacts on the product placement. Babin and Carder (1996a) found out that a positive relationship existed between the product placements and their influence on brand evaluations or attitudes of the audience. According to Avery and Ferraro (2000), there is increasing realization on the use of product placement as a promotional tool by marketers; this is in relation to its influence on the brand attitudes on the consumers. Karrh (1998) noted that cross cultural differences among

nationalities influence the attitudes held by consumers on the product placement, and that marketers should significantly factor in this, more so with regard to international promotions.

According to the mere exposure theory, there is perceived generation of a stimuli that lead to a positive impact by the product placement on the consumer purchase intentions. This shows that the stimulus is the source of benefit to the individual hence leading to an influence on the individual purchase intentions (Young and Claypool, 2010; Aldridge, 2003 pp.253). According to ChangHyun and Villegas (2007) there is insufficient in the area on the effect of the strategy of product placement on consumer purchase intentions.

Based on the Chi Square statistical test, the null hypothesis that consumers / Participants who viewed the brands / products in the movie have a higher brand / product recall compared to the consumers / participants who did not view the brands / products in the movie, was retained. However, a t statistical test on the same led to the conclusion that there exists substantial difference regarding aided recall between Brazil and the U.S. Zanjoc (1968) provides an explanation on the aided recall as a mere exposure effect of a person leading to a stimulus that is sufficient for the enrichment of the audience attitude towards the product. Bornstein and D'Agostino (1992) stresses on the mere exposure effect as more when the stimuli are perceived without consciousness better than when consciously felt. Hence, the occurrence of the mere exposure effect is associated with the product placement implies that end user exposure to the brand in the movie influenced their attitude but probably the viewer did not even see the brand. Sabherwal *et al.* (1994) add that audio-visual placement leads to better levels of recall and recognition compared to visual placement. Gupta and Lord (1998) illustrated that prominent placement caused a better recall compared to the commercials and by extension has a higher performance than subtle placement. The mention of the brand even once had higher recall than just the subtle placement lacking any audio reinforcement.

The chi square statistical tests in this study imply that there are no significant differences between Consumers / Participants of US and Brazil regarding ability to recognize and recall brands / products, which appear in the background of the movie. This can be interpreted to mean that on the country wide other than individual audience, both Brazil and the U.S. are drawn from a common population and that how the U.S. (as a whole) recalls brands / products

is just the way Brazil will do. It is imperative to factor that the group dynamics considered in the pack of a country (Brazil and the U.S.) will imply that they come from a single population, however this does not directly imply that the individual dynamics of persons in the U.S. and Brazil (that is, Americans and the Brazilians) come from the same population. Actually, the difference is between and within the group dynamics as well as intra- and inter-individual dynamics. A caveat is that even if these statistical tests indicate the groups (Brazil and the U.S.) are drawn from the same population, it is yet to be clarified whether it is at inter-continently, hemisphere-based or globally. In other words, there is no sufficient information within this study on which population the findings can be generalize on.

The findings of this study show that there is no significant difference between the U.S. and Brazil Consumers regarding Product Placement Attitude. Other studies by Babin and Carder (1996); d'Astous and Seguin (1999); Gupta and Lord (1998) indicate that there has been shift on focus towards the effectiveness of product placement have concentrated on recall and recognition of brands and products that feature. In addition, Based on Yang & Roskos-Ewoldsen (2007), marketers in the product placement have given preferences to indelible motion pictures (movies) from the inconspicuous ones. Attribute that difference in the cultural background has led marketers applying varied product placements strategies in order to capture the perception of the target audiences across countries.

The Chi Square statistical test results indicate that actually there are discernible semblance in consumer / participant brand attitudes and purchase intentions in consumers / participants from the U.S. and Brazil in spite of the fact that their country of origin is different. These interpreted to imply that there are relational overlaps, where the Americans consumer purchase intentions can recognize themselves with the Brazilians.

Finally based on the overall findings of this study, there are existing differences from one country to another on the consumer attitude, thus the impact of a common marketing may yield divergent effects across the cultures due to response on the aided, unaided as well as differences in implicit memory of both. Brennan et al. (2004) have also viewed this in their study. The nationality aspects are increasingly gaining popularity in the product placement as vital variables the significantly influence the marketer strategy.

6.4 Managerial Implications

The results of these study undertaking are of imperative implications to mainstream marketers, line managers as well as the top management of the firm intending to pursue product placement as their strategy for appealing the end user towards the products or services. Overall findings of the study indicate that there is increasing influence of nationality on the strategy applied for product placement. During this study, the influence has been quantified. Compounding factors on the nationality impact on product placement have also been given priority. In essence, this was intended to create a complete picture on the likely key factors leading to the differences and similarities on the product placement between two countries. The main emphases are for the marketers to maximize their appeal through promotional efforts towards particular products on a target audience. The findings of this study imply that a single product may promote differently in two countries much as the utility in both countries is the same due to the differences in backgrounds of the target audience. In essence, consumers may have a common taste for a product but the way they perceive the promotional effort of the market may not only vary markedly but also may cause an adverse interpretation in some cases (Burton, 2008 pp.219). In other words, the lifestyles of consumers have led to differences in the way the marketer will strategize and package their promotional services in order to optimize on the effect on the target audience. Take for instance on the differences revealed between the Brazil and the U.S. consumers in terms of aided and unaided recall, purchase intentions, attitudes towards brands and product placement.

Mere exposure effect falls under the product placement strategy. This study has given focus to mere exposure effect concept and its effectiveness in delivering product placement. Based on the revelation of this study and previous ones, as part of product placement mere exposure effect can play an imperative role delivering promotional services for marketers, more so due to its cost effective nature. Moreover, the mere exposure effect leads to an adequate stimulus condition that imparts positive influence on the audience towards the brand, particularly on their attitude. Mere exposure effect clarifies particular product placement types with increased impact on the individual brands presented. On that sense, the marketers will have to lay effective strategy through mere exposure effect positions the target product within at the advantage of the product placement platform.

In order for marketers to achieve maximum impact on the target, end user audience through product placement may require input from different arms of the firm; this can be concluded from this study. The research and development arm of the firm can come in handy in exploring particulate nature of the target audience since it has been revealed that there are more than one underlying factors and each has distinct influence on how the consumer will perceive the promotional activity. Considering the massive intrusion into the market of similar product with same functional use, there is need special focus o each market segment for the product or else application of a common promotional strategy in varied segment may yield disappointing results. Much as there is increase in the product placement, platforms the divergence of the appeal from different end user segment may also be on the increase (Leh, 2007 pp.266). This is justified by the findings indicating that countries as individual blocks can imply that they are drawn from the same population but when focus zooms into the individual isolated consumer segments there, are very significant differences that draw them apart.

As the management of the firm intends to invest in new consumer segments, there are multiple factors that it has put into consideration when designing the promotional activity for maximum impact. In other words, there is no single panacea among the product placement can serve every end user segment throughout the globe.

6.5 Limitations

The overall study interest that formed the impetus of the quest can conclusively be considered as satisfactorily and exhaustively been met. However, the study faced some challenges that were potential or outright limitations. The research interest of this study involved field visits in both Brazil and the U.S. The researcher had to prior acquaint and familiarize with more unique aspects of the respondents considering the study had to deal with attitude as well as cultural backgrounds. This involved costly trips and intensive preparation in resource and time. Nevertheless, the researcher had to put up with some inadequacies since some of the preparatory needed over time learning and repeated practice. Indifferences among some of the respondents in understanding the outcome benefits of the research slowed the speed of the study and caused the researcher to dedicate more time in the field at the expense of other study

activities within the time schedule. Moreover, statistical modeling and testing for this study was a herculean task that required endurance and rigorous and repeated recasting in a bid to produce the finest analysis and findings. The researcher spent many man-hours in conducting the statistical methods and models trials to researcher successful analysis and conclusions. Analyses are also tied with some assumptions.

6.6 Future Researches

The main focus of the study zoomed in on product placement as a promotional strategy. Much as the study focused on the psychosocial and economics dynamics influencing the end user towards the product placement in contrasting geographies; there is need for research to shift focus towards sell-ability aspects of product placement strategy (The Atlantic, 2011). This will effectively fuse with the findings of this study since it has created a head start from the end user perspective. The sell-ability perspectives will provide the market place understanding (SAM, 2008; MPG, 2011). The merge of the two will fast track for robust strategies that can provide anticipative capabilities on the market place impact and outcomes, regardless of the product placement platform used (Aarronrobb, 2010). This will result in great pay offs in the movie industry (Epstein, 2006; Wordpress, 2011). Take for instance, the Individual Detection Scores and Proprietary Formulas models for measuring marketplace product placement value worth. Moderators will involve continuous fine-tune formulas to deliver an accurate measurement as possible (PMA, 2006). Other valuable models include Program Monitoring and Viewer Surveys; Recognition Grade Methodology as well as Measuring Product Placement in Black and White (PMA, 2006). The fact that the world looks on the U.S. for newer technologies in product placement should be an impetus (Media Awareness Network, 2010; Knigh and Price, 2011). This will to innovation and convergence (Snurlblog, 2009). Nevertheless, the researcher should ensure that they first identify link points within this research in order to further the research interest.

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APPENDICES

Appendix I - Analysis Tables

Table 1. Normal distribution of the constructs

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
WSony	651	0	1	.72	.451	-.959	.096	-1.083	.191
WApple	651	0	1	.78	.417	-1.325	.096	-.245	.191
WSharp	651	0	1	.82	.380	-1.714	.096	.939	.191
WHonda	651	0	1	.85	.359	-1.942	.096	1.778	.191
WGoogle	651	0	1	.75	.435	-1.136	.096	-.711	.191
UNRecSony	651	0	1	.75	.431	-1.184	.096	-.601	.191
UNRecApple	651	0	1	.90	.298	-2.705	.096	5.331	.191
UNRecSharp	651	0	1	.90	.302	-2.647	.096	5.024	.191
UNRecHonda	651	0	1	.89	.312	-2.514	.096	4.334	.191
UNRecGoogle	651	0	1	.80	.397	-1.543	.096	.380	.191
ATTBrand3	651	1	5	4.13	1.100	-1.513	.096	1.753	.191
ATTBrand7	651	1	5	3.78	1.395	-1.000	.096	-.351	.191
ATTBrand9	651	1	5	3.85	1.420	-1.032	.096	-.306	.191
ATTBrand12	651	1	5	3.50	1.294	-.703	.096	-.506	.191
ATTBrand16	651	1	5	4.17	1.276	-1.450	.096	.839	.191
AltaVista	651	0	1	.73	.443	-1.054	.096	-.891	.191
Apple	651	0	1	.80	.403	-1.470	.096	.162	.191
Bing	651	0	1	.67	.470	-.731	.096	-1.470	.191
Chevrolet	651	0	1	.73	.445	-1.028	.096	-.947	.191
Dell	651	0	1	.70	.458	-.885	.096	-1.220	.191
Ford	651	0	1	.71	.456	-.901	.096	-1.191	.191
Google	651	0	1	.73	.447	-1.010	.096	-.982	.191
HP	651	0	1	.73	.445	-1.028	.096	-.947	.191
Honda	651	0	1	.70	.457	-.893	.096	-1.206	.191
Hyundai	651	0	1	.71	.455	-.918	.096	-1.161	.191
LG	651	0	1	.67	.471	-.723	.096	-1.481	.191
Panasonic	651	0	1	.70	.458	-.877	.096	-1.234	.191
Samsung	651	0	1	.70	.460	-.853	.096	-1.276	.191
Sharp	651	0	1	.66	.475	-.658	.096	-1.572	.191
Sony	651	0	1	.69	.463	-.822	.096	-1.328	.191
Toshiba	651	0	1	.58	.494	-.315	.096	-1.907	.191
Toyota	651	0	1	.65	.477	-.629	.096	-1.609	.191
Yahoo	651	0	1	.67	.472	-.709	.096	-1.502	.191
AltaVista	651	1	5	3.85	1.385	-1.070	.096	-.192	.191
Apple	651	1	5	3.80	1.418	-1.009	.096	-.365	.191
Bing	651	1	5	3.90	1.396	-1.143	.096	-.051	.191
Chevrolet	651	1	5	3.79	1.393	-1.033	.096	-.269	.191
Dell	651	1	5	3.29	1.533	-.331	.096	-1.377	.191
Ford	651	1	5	3.75	1.468	-.904	.096	-.651	.191
Google	651	1	5	4.12	1.288	-1.602	.096	1.354	.191

HP	651	1	5	3.72	1.493	-.901	.096	-.682	.191
Honda	651	1	5	4.11	1.330	-1.466	.096	.809	.191
Hyundai	651	1	5	3.76	1.272	-.950	.096	-.155	.191
LG	651	1	5	3.83	1.201	-1.149	.096	.525	.191
Panasonic	651	1	5	3.50	1.363	-.737	.096	-.694	.191
Samsung	651	1	5	4.15	1.139	-1.615	.096	1.963	.191
Sharp	651	1	5	4.21	1.089	-1.766	.096	2.656	.191
Sony	651	1	5	2.93	1.534	.001	.096	-1.505	.191
Toshiba	651	1	5	4.28	1.316	-1.724	.096	1.446	.191
Toyota	651	1	5	3.95	1.270	-1.204	.096	.379	.191
Yahoo	651	1	5	2.63	1.535	.302	.096	-1.431	.191
Q61	651	1.00	5.00	2.6897	1.57740	.442	.096	-1.368	.191
Q62	651	1.00	5.00	2.9647	1.36449	.272	.096	-1.206	.191
Q63	651	1.00	5.00	3.7880	1.08893	-1.092	.096	.732	.191
Q64	651	1.00	5.00	2.7020	1.25526	.708	.096	-.565	.191
Q65	651	1.00	5.00	2.7773	1.52956	.472	.096	-1.336	.191
Q66	651	1.00	5.00	2.7158	1.30468	.604	.096	-.815	.191
Q67	651	1.00	5.00	2.9478	1.41107	.304	.096	-1.247	.191
Q68	651	1.00	5.00	3.2642	1.18617	-.422	.096	-.736	.191
Q69	651	1.00	5.00	2.8694	1.21142	.168	.096	-.897	.191
Q610	651	1.00	5.00	3.7081	1.05433	-.810	.096	.376	.191
Q611	651	1.00	5.00	2.7896	1.18722	.374	.096	-.596	.191
Q612	651	1.00	5.00	3.7819	1.10316	-.995	.096	.341	.191
Q613	651	1.00	5.00	3.6805	1.00731	-.659	.096	-.141	.191
Q614	651	1.00	5.00	3.3456	1.77384	-.264	.096	-1.762	.191
Q615	651	1.00	5.00	2.9908	1.06839	.125	.096	-.410	.191
Q616	651	1.00	5.00	3.3180	1.14568	-.244	.096	-.688	.191
Q617	651	1.00	5.00	3.3149	1.08305	-.264	.096	-.679	.191
Q618	651	1.00	5.00	3.4209	1.00052	-.493	.096	-.236	.191
Valid (listwise)	N 651								

Table 2 Regression weights and critical ratios for the whole sample

			Estimate	S.E.	C.R.	P	Label
Product placement attitude	<-	Mere exposure effect	1.000				
	--						
Recall	<-	Mere exposure effect	.179	.014	12.8	**	
	--				32	*	
Brand attitude	<-	Mere exposure effect	.539	.045	11.9	**	
	--				82	*	

			Estimate	S. E.	C. R.	P	Label
Implicitmemory	<- --	Mereexposureeffect	.002	.016	.141	.88 8	
Purchaseintentions	<- --	Mereexposureeffect	.491	.043	11.5 34	** *	
WSony	<- --	Implicitmemory	1.000				
WApple	<- --	Implicitmemory	.961	.040	23.7 63	** *	
WSharp	<- --	Implicitmemory	.967	.037	25.9 70	** *	
WHonda	<- --	Implicitmemory	.910	.037	24.9 10	** *	
WGoogle	<- --	Implicitmemory	.999	.044	22.8 71	** *	
Q53	<- --	Brandattitude	1.000				
Q57	<- --	Brandattitude	1.016	.063	16.0 48	** *	
Q59	<- --	Brandattitude	1.180	.066	17.9 95	** *	
Q512	<- --	Brandattitude	.751	.058	12.8 48	** *	
Q516	<- --	Brandattitude	.841	.058	14.4 45	** *	
Q31	<- --	Recall	1.000				
Q32	<- --	Recall	.729	.051	14.3 53	** *	
Q33	<- --	Recall	1.041	.064	16.3 28	** *	
Q34	<- --	Recall	.840	.058	14.4 40	** *	
Q35	<- --	Recall	1.005	.062	16.2 12	** *	

			Estimate	S. E.	C. R.	P	Label
Q36	<- --	Recall	.942	.062	15.2 08	** *	
Q37	<- --	Recall	.850	.060	14.2 06	** *	
Q38	<- --	Recall	1.033	.061	16.8 01	** *	
Q39	<- --	Recall	1.079	.063	17.1 88	** *	
Q310	<- --	Recall	1.226	.063	19.3 79	** *	
Q311	<- --	Recall	1.015	.064	15.8 55	** *	
Q312	<- --	Recall	1.125	.063	17.8 80	** *	
Q313	<- --	Recall	1.133	.064	17.7 70	** *	
Q314	<- --	Recall	1.244	.066	18.8 93	** *	
Q315	<- --	Recall	1.045	.062	16.7 24	** *	
Q316	<- --	Recall	1.202	.068	17.6 99	** *	
Q317	<- --	Recall	1.234	.066	18.5 79	** *	
Q318	<- --	Recall	1.088	.064	16.9 80	** *	
Q61	<- --	Purchaseintentions	1.000				
Q62	<- --	Purchaseintentions	.967	.073	13.2 70	** *	
Q63	<- --	Purchaseintentions	.888	.072	12.3 52	** *	
Q64	<- --	Purchaseintentions	.848	.070	12.0 36	** *	

			Estimate	S. E.	C. R.	P	Label
Q65	<- --	Purchaseintentions	.849	.077	10.9 98	** *	
Q66	<- --	Purchaseintentions	.953	.076	12.4 70	** *	
Q67	<- --	Purchaseintentions	.983	.068	14.4 21	** *	
Q68	<- --	Purchaseintentions	.902	.075	12.0 50	** *	
Q69	<- --	Purchaseintentions	1.020	.071	14.3 37	** *	
Q610	<- --	Purchaseintentions	.895	.068	13.2 43	** *	
Q611	<- --	Purchaseintentions	.925	.065	14.2 47	** *	
Q612	<- --	Purchaseintentions	.789	.070	11.3 14	** *	
Q613	<- --	Purchaseintentions	.731	.061	12.0 25	** *	
Q614	<- --	Purchaseintentions	.791	.056	14.0 63	** *	
Q615	<- --	Purchaseintentions	.775	.076	10.1 37	** *	
Q616	<- --	Purchaseintentions	1.056	.070	15.0 90	** *	
Q617	<- --	Purchaseintentions	.919	.067	13.6 47	** *	
Q618	<- --	Purchaseintentions	.714	.076	9.35 3	** *	
Q71	<- --	Productplacementat titude	1.000				
Q72	<- --	Productplacementat titude	.600	.054	11.0 37	** *	
Q73	<- --	Productplacementat titude	.355	.046	7.67 4	** *	

			Estimate	S. E.	C. R.	P	Label
Q74	<- --	Productplacementat titude	.682	.049	13.8 86	** *	
Q75	<- --	Productplacementat titude	.632	.061	10.3 69	** *	
Q76	<- --	Productplacementat titude	.752	.050	15.0 45	** *	
Q77	<- --	Productplacementat titude	.926	.053	17.6 03	** *	
Q78	<- --	Productplacementat titude	.582	.048	12.1 73	** *	
Q79	<- --	Productplacementat titude	.531	.049	10.8 41	** *	
Q710	<- --	Productplacementat titude	.582	.041	14.0 60	** *	
Q711	<- --	Productplacementat titude	.547	.047	11.6 75	** *	
Q712	<- --	Productplacementat titude	.545	.044	12.3 16	** *	
Q713	<- --	Productplacementat titude	.380	.041	9.33 6	** *	
Q714	<- --	Productplacementat titude	.901	.068	13.2 38	** *	
Q715	<- --	Productplacementat titude	.570	.043	13.3 46	** *	
Q716	<- --	Productplacementat titude	.610	.045	13.5 35	** *	
Q717	<- --	Productplacementat titude	.539	.043	12.4 32	** *	
Q718	<- --	Productplacementat titude	.406	.041	9.96 8	** *	

Table 3 Regression weights and critical ratios for the exposed group

			Estimate	S.E.	C.R.	P	Label
Productplacementattitude	<- --	Mereexposureeffect	1.000				
Recall	<- --	Mereexposureeffect	.221	.019	11.7 31	** *	b1_1
Brandattitude	<- --	Mereexposureeffect	.739	.068	10.9 02	** *	b2_1
Implicitmemory	<- --	Mereexposureeffect	.037	.019	1.99 2	.04 6	b3_1
Purchaseintentions	<- --	Mereexposureeffect	.685	.062	11.0 73	** *	b4_1
WSony	<- --	Implicitmemory	1.000				
WApple	<- --	Implicitmemory	.910	.057	15.9 30	** *	a1_1
WSharp	<- --	Implicitmemory	.961	.050	19.2 73	** *	a2_1
WHonda	<- --	Implicitmemory	.898	.046	19.4 71	** *	a3_1
WGoogle	<- --	Implicitmemory	1.001	.056	17.8 42	** *	a4_1
Q53	<- --	Brandattitude	1.000				
Q57	<- --	Brandattitude	1.058	.061	17.3 23	** *	a5_1
Q59	<-	Brandattitude	1.133	.063	17.9	**	a6_1

			Estimate	S.E.	C.R.	P	Label
	--				10	*	
Q512	<- --	Brandattitude	.712	.063	11.3 62	** *	a7_1
Q516	<- --	Brandattitude	.733	.063	11.5 44	** *	a8_1
Q31	<- --	Recall	1.000				
Q32	<- --	Recall	.926	.072	12.9 01	** *	a9_1
Q33	<- --	Recall	1.083	.083	13.1 02	** *	a10_1
Q34	<- --	Recall	.957	.075	12.7 73	** *	a11_1
Q35	<- --	Recall	1.168	.080	14.5 68	** *	a12_1
Q36	<- --	Recall	1.093	.082	13.3 19	** *	a13_1
Q37	<- --	Recall	.878	.083	10.5 33	** *	a14_1
Q38	<- --	Recall	1.076	.083	12.9 71	** *	a15_1
Q39	<- --	Recall	1.222	.083	14.6 53	** *	a16_1
Q310	<- --	Recall	1.307	.085	15.4 65	** *	a17_1

			Estimate	S. E.	C. R.	P	Label
Q311	<- --	Recall	1.085	.086	12.6 93	** *	a18_ 1
Q312	<- --	Recall	1.236	.085	14.6 07	** *	a19_ 1
Q313	<- --	Recall	1.156	.086	13.3 78	** *	a20_ 1
Q314	<- --	Recall	1.207	.088	13.6 40	** *	a21_ 1
Q315	<- --	Recall	1.025	.085	12.1 24	** *	a22_ 1
Q316	<- --	Recall	1.181	.089	13.3 38	** *	a23_ 1
Q317	<- --	Recall	1.279	.089	14.3 32	** *	a24_ 1
Q318	<- --	Recall	1.107	.086	12.9 47	** *	a25_ 1
Q61	<- --	Purchaseintentions	1.000				
Q62	<- --	Purchaseintentions	1.058	.096	11.0 75	** *	a26_ 1
Q63	<- --	Purchaseintentions	1.076	.098	10.9 42	** *	a27_ 1
Q64	<- --	Purchaseintentions	.986	.093	10.5 98	** *	a28_ 1
Q65	<-	Purchaseintentions	.910	.099	9.17	**	a29_ 1

			Estimate	S. E.	C. R.	P	Label
	--				8	*	1
Q66	<- --	Purchaseintentions	.895	.099	9.06 7	** *	a30_ 1
Q67	<- --	Purchaseintentions	1.064	.094	11.3 15	** *	a31_ 1
Q68	<- --	Purchaseintentions	1.005	.097	10.3 29	** *	a32_ 1
Q69	<- --	Purchaseintentions	1.176	.095	12.3 64	** *	a33_ 1
Q610	<- --	Purchaseintentions	1.016	.093	10.9 00	** *	a34_ 1
Q611	<- --	Purchaseintentions	1.003	.087	11.5 48	** *	a35_ 1
Q612	<- --	Purchaseintentions	.858	.093	9.26 4	** *	a36_ 1
Q613	<- --	Purchaseintentions	.790	.084	9.41 0	** *	a37_ 1
Q614	<- --	Purchaseintentions	1.027	.084	12.1 70	** *	a38_ 1
Q615	<- --	Purchaseintentions	.886	.099	8.93 3	** *	a39_ 1
Q616	<- --	Purchaseintentions	1.177	.096	12.2 01	** *	a40_ 1
Q617	<- --	Purchaseintentions	1.057	.093	11.3 47	** *	a41_ 1

			Estimate	S.E.	C.R.	P	Label
Q618	<- --	Purchaseintentions	.738	.096	7.70 4	** *	a42_ 1
Q71	<- --	Productplacementat titude	1.000				
Q72	<- --	Productplacementat titude	.307	.073	4.20 5	** *	a43_ 1
Q73	<- --	Productplacementat titude	.222	.064	3.44 3	** *	a44_ 1
Q74	<- --	Productplacementat titude	.466	.060	7.71 9	** *	a45_ 1
Q75	<- --	Productplacementat titude	.331	.083	3.99 6	** *	a46_ 1
Q76	<- --	Productplacementat titude	.511	.067	7.64 2	** *	a47_ 1
Q77	<- --	Productplacementat titude	.801	.071	11.2 34	** *	a48_ 1
Q78	<- --	Productplacementat titude	.593	.064	9.20 9	** *	a49_ 1
Q79	<- --	Productplacementat titude	.468	.063	7.40 4	** *	a50_ 1
Q710	<- --	Productplacementat titude	.745	.057	13.1 28	** *	a51_ 1
Q711	<- --	Productplacementat titude	.483	.061	7.86 5	** *	a52_ 1
Q712	<-	Productplacementat	.764	.060	12.7	**	a53_ 1

			Estimate	S.E.	C.R.	P	Label
	--	titude			21	*	1
Q713	<- --	Productplacementat titude	.471	.053	8.92 6	** *	a54_ 1
Q714	<- --	Productplacementat titude	.858	.092	9.30 6	** *	a55_ 1
Q715	<- --	Productplacementat titude	.527	.054	9.78 8	** *	a56_ 1
Q716	<- --	Productplacementat titude	.699	.061	11.3 73	** *	a57_ 1
Q717	<- --	Productplacementat titude	.542	.058	9.35 3	** *	a58_ 1
Q718	<- --	Productplacementat titude	.434	.056	7.81 9	** *	a59_ 1

Table 4 Regression weights and critical ratios for the unexposed group

			Estimate	S.E.	C.R.	P	Label
Productplacementat titude	<- --	Mereexposureeffect	1.000				
Recall	<- --	Mereexposureeffect	.108	.022	4.86 9	** *	b1_2
Brandattitude	<- --	Mereexposureeffect	.147	.038	3.85 2	** *	b2_2
Implicitmemory	<- --	Mereexposureeffect	.000	.025	-.001	.99 9	b3_2
Purchaseintentions	<-	Mereexposureeffect	.201	.061	3.31	**	b4_2

			Estimate	S. E.	C. R.	P	Label
	--				6	*	
WSony	<- --	Implicitmemory	1.000				
WApple	<- --	Implicitmemory	1.091	.065	16.8 55	** *	a1_2
WSharp	<- --	Implicitmemory	1.056	.063	16.8 33	** *	a2_2
WHonda	<- --	Implicitmemory	.945	.065	14.6 42	** *	a3_2
WGoogle	<- --	Implicitmemory	.987	.075	13.2 33	** *	a4_2
Q53	<- --	Brandattitude	1.000				
Q57	<- --	Brandattitude	.797	.224	3.56 2	** *	a5_2
Q59	<- --	Brandattitude	1.983	.291	6.80 6	** *	a6_2
Q512	<- --	Brandattitude	.752	.191	3.92 9	** *	a7_2
Q516	<- --	Brandattitude	1.537	.226	6.80 6	** *	a8_2
Q31	<- --	Recall	1.000				
Q32	<- --	Recall	.385	.061	6.33 3	** *	a9_2
Q33	<- --	Recall	.976	.085	11.5 41	** *	a10_2
Q34	<- --	Recall	.668	.081	8.25 3	** *	a11_2
Q35	<- --	Recall	.767	.085	8.97 8	** *	a12_2
Q36	<- --	Recall	.721	.083	8.70 0	** *	a13_2
Q37	<-	Recall	.641	.067	9.58	**	a14_

			Estimate	S. E.	C. R.	P	Label
	--				1	*	2
Q38	<-	Recall	.895	.076	11.8	**	a15_
	--				45	*	2
Q39	<-	Recall	.783	.083	9.47	**	a16_
	--				0	*	2
Q310	<-	Recall	1.051	.079	13.3	**	a17_
	--				82	*	2
Q311	<-	Recall	.774	.082	9.37	**	a18_
	--				9	*	2
Q312	<-	Recall	.908	.079	11.4	**	a19_
	--				76	*	2
Q313	<-	Recall	.950	.075	12.5	**	a20_
	--				99	*	2
Q314	<-	Recall	1.110	.075	14.8	**	a21_
	--				53	*	2
Q315	<-	Recall	.916	.074	12.3	**	a22_
	--				04	*	2
Q316	<-	Recall	1.065	.084	12.7	**	a23_
	--				08	*	2
Q317	<-	Recall	.992	.079	12.6	**	a24_
	--				37	*	2
Q318	<-	Recall	.957	.080	11.9	**	a25_
	--				63	*	2
Q61	<-	Purchaseintentions	1.000				
	--						
Q62	<-	Purchaseintentions	.805	.109	7.36	**	a26_
	--				5	*	2
Q63	<-	Purchaseintentions	.516	.101	5.10	**	a27_
	--				8	*	2
Q64	<-	Purchaseintentions	.595	.105	5.65	**	a28_
	--				1	*	2
Q65	<-	Purchaseintentions	.783	.119	6.57	**	a29_
	--				1	*	2
Q66	<-	Purchaseintentions	1.054	.114	9.28	**	a30_

			Estimate	S. E.	C. R.	P	Label
	--				4	*	2
Q67	<- --	Purchaseintentions	.874	.091	9.56 1	** *	a31_ 2
Q68	<- --	Purchaseintentions	.753	.115	6.56 7	** *	a32_ 2
Q69	<- --	Purchaseintentions	.794	.106	7.52 0	** *	a33_ 2
Q610	<- --	Purchaseintentions	.612	.091	6.74 3	** *	a34_ 2
Q611	<- --	Purchaseintentions	.734	.092	7.94 5	** *	a35_ 2
Q612	<- --	Purchaseintentions	.586	.101	5.80 9	** *	a36_ 2
Q613	<- --	Purchaseintentions	.535	.079	6.79 6	** *	a37_ 2
Q614	<- --	Purchaseintentions	.325	.063	5.20 1	** *	a38_ 2
Q615	<- --	Purchaseintentions	.572	.117	4.88 3	** *	a39_ 2
Q616	<- --	Purchaseintentions	.890	.095	9.32 4	** *	a40_ 2
Q617	<- --	Purchaseintentions	.703	.091	7.71 0	** *	a41_ 2
Q618	<- --	Purchaseintentions	.608	.121	5.02 7	** *	a42_ 2
Q71	<- --	Productplacementat titude	1.000				
Q72	<- --	Productplacementat titude	.863	.077	11.1 38	** *	a43_ 2
Q73	<- --	Productplacementat titude	.453	.063	7.18 8	** *	a44_ 2
Q74	<- --	Productplacementat titude	.806	.075	10.6 91	** *	a45_ 2
Q75	<-	Productplacementat	.913	.085	10.7	**	a46_ 2

			Estimate	S.E.	C.R.	P	Label
	--	titude			.05	*	2
Q76	<-	Productplacementat	.916	.072	12.6	**	a47_
	--	titude			.61	*	2
Q77	<-	Productplacementat	.841	.077	10.9	**	a48_
	--	titude			.02	*	2
Q78	<-	Productplacementat	.450	.069	6.52	**	a49_
	--	titude			.3	*	2
Q79	<-	Productplacementat	.454	.075	6.09	**	a50_
	--	titude			.0	*	2
Q710	<-	Productplacementat	.339	.058	5.87	**	a51_
	--	titude			.8	*	2
Q711	<-	Productplacementat	.485	.073	6.63	**	a52_
	--	titude			.1	*	2
Q712	<-	Productplacementat	.300	.063	4.79	**	a53_
	--	titude			.6	*	2
Q713	<-	Productplacementat	.317	.063	5.01	**	a54_
	--	titude			.5	*	2
Q714	<-	Productplacementat	.822	.100	8.23	**	a55_
	--	titude			.5	*	2
Q715	<-	Productplacementat	.552	.068	8.06	**	a56_
	--	titude			.2	*	2
Q716	<-	Productplacementat	.468	.065	7.18	**	a57_
	--	titude			.9	*	2
Q717	<-	Productplacementat	.445	.065	6.81	**	a58_
	--	titude			.6	*	2
Q718	<-	Productplacementat	.258	.059	4.37	**	a59_
	--	titude			.7	*	2

Table 5 Regression weights and critical ratios for the USA sample

	Estimate	S.E.	C.R.	P	Label
--	----------	------	------	---	-------

			Estimate	S.E.	C.R.	P	Label
Productplacementattitude	<- --	Mereexposureeffect	.072	.008	8.89 9	** *	b1_2
Purchaseintentions	<- --	Mereexposureeffect	.817	.066	12.3 81	** *	b3_2
Recall	<- --	Mereexposureeffect	.251	.020	12.4 49	** *	b4_2
Brandattitude	<- --	Mereexposureeffect	.128	.022	5.69 7	** *	b5_2
Implicitmemory	<- --	Mereexposureeffect	.128	.022	5.69 7	** *	b5_2
WSony	<- --	Implicitmemory	1.000				
WApple	<- --	Implicitmemory	.938	.037	25.1 62	** *	a1_1
WSharp	<- --	Implicitmemory	.944	.034	27.6 11	** *	a2_1
WHonda	<- --	Implicitmemory	.888	.034	26.4 26	** *	a3_1
WGoogle	<- --	Implicitmemory	.976	.040	24.2 10	** *	a4_1
Q53	<- --	Brandattitude	1.000				
Q57	<- --	Brandattitude	1.054	.074	14.3 01	** *	a5_1
Q59	<- --	Brandattitude	1.253	.078	16.0 23	** *	a6_1
Q512	<- --	Brandattitude	.783	.067	11.6 39	** *	a7_1
Q516	<- --	Brandattitude	.888	.067	13.1 80	** *	a8_1
Q31	<- --	Recall	1.000				
Q32	<- --	Recall	.737	.052	14.1 24	** *	a9_1

			Estimate	S. E.	C. R.	P	Label
Q33	<- --	Recall	1.042	.065	15.9 10	** *	a10_ 1
Q34	<- --	Recall	.842	.060	14.0 91	** *	a11_ 1
Q35	<- --	Recall	1.006	.064	15.8 00	** *	a12_ 1
Q36	<- --	Recall	.942	.064	14.7 99	** *	a13_ 1
Q37	<- --	Recall	.851	.061	13.8 42	** *	a14_ 1
Q38	<- --	Recall	1.032	.063	16.3 50	** *	a15_ 1
Q39	<- --	Recall	1.078	.064	16.7 31	** *	a16_ 1
Q310	<- --	Recall	1.224	.065	18.8 47	** *	a17_ 1
Q311	<- --	Recall	1.014	.066	15.4 23	** *	a18_ 1
Q312	<- --	Recall	1.124	.065	17.3 97	** *	a19_ 1
Q313	<- --	Recall	1.131	.065	17.2 83	** *	a20_ 1
Q314	<- --	Recall	1.241	.068	18.3 70	** *	a21_ 1
Q315	<- --	Recall	1.043	.064	16.2 52	** *	a22_ 1
Q316	<- --	Recall	1.195	.070	17.1 51	** *	a23_ 1
Q317	<- --	Recall	1.228	.068	18.0 20	** *	a24_ 1
Q318	<- --	Recall	1.086	.066	16.5 09	** *	a25_ 1
Q61	<- --	Purchaseintentions	1.000				

			Estimate	S.E.	C.R.	P	Label
Q62	<- --	Purchaseintentions	.974	.075	12.9 17	** *	a26_ 1
Q63	<- --	Purchaseintentions	.904	.074	12.1 44	** *	a27_ 1
Q64	<- --	Purchaseintentions	.861	.073	11.8 14	** *	a28_ 1
Q65	<- --	Purchaseintentions	.849	.080	10.6 48	** *	a29_ 1
Q66	<- --	Purchaseintentions	.954	.079	12.0 89	** *	a30_ 1
Q67	<- --	Purchaseintentions	.988	.071	14.0 08	** *	a31_ 1
Q68	<- --	Purchaseintentions	.903	.077	11.6 73	** *	a32_ 1
Q69	<- --	Purchaseintentions	1.028	.074	13.9 52	** *	a33_ 1
Q610	<- --	Purchaseintentions	.901	.070	12.8 91	** *	a34_ 1
Q611	<- --	Purchaseintentions	.936	.067	13.9 10	** *	a35_ 1
Q612	<- --	Purchaseintentions	.784	.072	10.8 92	** *	a36_ 1
Q613	<- --	Purchaseintentions	.742	.063	11.7 90	** *	a37_ 1
Q614	<- --	Purchaseintentions	.803	.058	13.7 65	** *	a38_ 1
Q615	<- --	Purchaseintentions	.773	.079	9.80 9	** *	a39_ 1
Q616	<- --	Purchaseintentions	1.064	.072	14.6 80	** *	a40_ 1
Q617	<- --	Purchaseintentions	.923	.070	13.2 59	** *	a41_ 1
Q618	<- --	Purchaseintentions	.704	.079	8.94 7	** *	a42_ 1

			Estimate	S.E.	C.R.	P	Label
Q71	<- --	Productplacementat titude	1.000				
Q72	<- --	Productplacementat titude	5.472	.612	8.94 8	** *	a43_ 1
Q73	<- --	Productplacementat titude	3.089	.495	6.23 6	** *	a44_ 1
Q74	<- --	Productplacementat titude	6.496	.584	11.1 30	** *	a45_ 1
Q75	<- --	Productplacementat titude	5.952	.681	8.73 9	** *	a46_ 1
Q76	<- --	Productplacementat titude	7.218	.608	11.8 72	** *	a47_ 1
Q77	<- --	Productplacementat titude	8.757	.672	13.0 35	** *	a48_ 1
Q78	<- --	Productplacementat titude	5.363	.548	9.77 9	** *	a49_ 1
Q79	<- --	Productplacementat titude	4.946	.551	8.98 2	** *	a50_ 1
Q710	<- --	Productplacementat titude	5.228	.490	10.6 80	** *	a51_ 1
Q711	<- --	Productplacementat titude	5.232	.535	9.77 7	** *	a52_ 1
Q712	<- --	Productplacementat titude	4.588	.505	9.09 4	** *	a53_ 1
Q713	<- --	Productplacementat titude	3.305	.446	7.41 7	** *	a54_ 1
Q714	<- --	Productplacementat titude	8.256	.795	10.3 85	** *	a55_ 1
Q715	<- --	Productplacementat titude	5.415	.502	10.7 86	** *	a56_ 1
Q716	<- --	Productplacementat titude	5.758	.532	10.8 32	** *	a57_ 1
Q717	<- --	Productplacementat titude	5.123	.502	10.2 15	** *	a58_ 1

			Estimate	S.E.	C.R.	P	Label
Q718	<- --	Productplacementat titude	3.720	.451	8.24 6	** *	a59_ 1

Table 6 Regression weights and critical ratios for the Brazil sample

			Estimate	S.E.	C.R.	P	Label
Productplacementat titude	<- --	Mereexposureeffect	.070	.009	7.38 7	** *	b1_1
Purchaseintentions	<- --	Mereexposureeffect	.325	.052	6.24 7	** *	b3_1
Recall	<- --	Mereexposureeffect	.164	.020	8.31 7	** *	b4_1
Brandattitude	<- --	Mereexposureeffect	.357	.071	5.00 2	** *	b5_1
Implicitmemory	<- --	Mereexposureeffect	-.002	.027	-.073	.94 2	b51_ 1
WSony	<- --	Implicitmemory	1.000				
WApple	<- --	Implicitmemory	.938	.037	25.1 62	** *	a1_1
WSharp	<- --	Implicitmemory	.944	.034	27.6 11	** *	a2_1
WHonda	<- --	Implicitmemory	.888	.034	26.4 26	** *	a3_1
WGoogle	<- --	Implicitmemory	.976	.040	24.2 10	** *	a4_1
Q53	<- --	Brandattitude	1.000				
Q57	<- --	Brandattitude	1.054	.074	14.3 01	** *	a5_1
Q59	<- --	Brandattitude	1.253	.078	16.0 23	** *	a6_1

			Estimate	S. E.	C. R.	P	Label
Q512	<- --	Brandattitude	.783	.067	11.6 39	** *	a7_1
Q516	<- --	Brandattitude	.888	.067	13.1 80	** *	a8_1
Q31	<- --	Recall	1.000				
Q32	<- --	Recall	.737	.052	14.1 24	** *	a9_1
Q33	<- --	Recall	1.042	.065	15.9 10	** *	a10_ 1
Q34	<- --	Recall	.842	.060	14.0 91	** *	a11_ 1
Q35	<- --	Recall	1.006	.064	15.8 00	** *	a12_ 1
Q36	<- --	Recall	.942	.064	14.7 99	** *	a13_ 1
Q37	<- --	Recall	.851	.061	13.8 42	** *	a14_ 1
Q38	<- --	Recall	1.032	.063	16.3 50	** *	a15_ 1
Q39	<- --	Recall	1.078	.064	16.7 31	** *	a16_ 1
Q310	<- --	Recall	1.224	.065	18.8 47	** *	a17_ 1
Q311	<- --	Recall	1.014	.066	15.4 23	** *	a18_ 1
Q312	<- --	Recall	1.124	.065	17.3 97	** *	a19_ 1
Q313	<- --	Recall	1.131	.065	17.2 83	** *	a20_ 1
Q314	<- --	Recall	1.241	.068	18.3 70	** *	a21_ 1
Q315	<- --	Recall	1.043	.064	16.2 52	** *	a22_ 1

			Estimate	S. E.	C. R.	P	Label
Q316	<- --	Recall	1.195	.070	17.1 51	** *	a23_ 1
Q317	<- --	Recall	1.228	.068	18.0 20	** *	a24_ 1
Q318	<- --	Recall	1.086	.066	16.5 09	** *	a25_ 1
Q61	<- --	Purchaseintentions	1.000				
Q62	<- --	Purchaseintentions	.974	.075	12.9 17	** *	a26_ 1
Q63	<- --	Purchaseintentions	.904	.074	12.1 44	** *	a27_ 1
Q64	<- --	Purchaseintentions	.861	.073	11.8 14	** *	a28_ 1
Q65	<- --	Purchaseintentions	.849	.080	10.6 48	** *	a29_ 1
Q66	<- --	Purchaseintentions	.954	.079	12.0 89	** *	a30_ 1
Q67	<- --	Purchaseintentions	.988	.071	14.0 08	** *	a31_ 1
Q68	<- --	Purchaseintentions	.903	.077	11.6 73	** *	a32_ 1
Q69	<- --	Purchaseintentions	1.028	.074	13.9 52	** *	a33_ 1
Q610	<- --	Purchaseintentions	.901	.070	12.8 91	** *	a34_ 1
Q611	<- --	Purchaseintentions	.936	.067	13.9 10	** *	a35_ 1
Q612	<- --	Purchaseintentions	.784	.072	10.8 92	** *	a36_ 1
Q613	<- --	Purchaseintentions	.742	.063	11.7 90	** *	a37_ 1
Q614	<- --	Purchaseintentions	.803	.058	13.7 65	** *	a38_ 1

			Estimate	S.E.	C.R.	P	Label
Q615	<- --	Purchaseintentions	.773	.079	9.80 9	** *	a39_ 1
Q616	<- --	Purchaseintentions	1.064	.072	14.6 80	** *	a40_ 1
Q617	<- --	Purchaseintentions	.923	.070	13.2 59	** *	a41_ 1
Q618	<- --	Purchaseintentions	.704	.079	8.94 7	** *	a42_ 1
Q71	<- --	Productplacementat titude	1.000				
Q72	<- --	Productplacementat titude	5.472	.612	8.94 8	** *	a43_ 1
Q73	<- --	Productplacementat titude	3.089	.495	6.23 6	** *	a44_ 1
Q74	<- --	Productplacementat titude	6.496	.584	11.1 30	** *	a45_ 1
Q75	<- --	Productplacementat titude	5.952	.681	8.73 9	** *	a46_ 1
Q76	<- --	Productplacementat titude	7.218	.608	11.8 72	** *	a47_ 1
Q77	<- --	Productplacementat titude	8.757	.672	13.0 35	** *	a48_ 1
Q78	<- --	Productplacementat titude	5.363	.548	9.77 9	** *	a49_ 1
Q79	<- --	Productplacementat titude	4.946	.551	8.98 2	** *	a50_ 1
Q710	<- --	Productplacementat titude	5.228	.490	10.6 80	** *	a51_ 1
Q711	<- --	Productplacementat titude	5.232	.535	9.77 7	** *	a52_ 1
Q712	<- --	Productplacementat titude	4.588	.505	9.09 4	** *	a53_ 1
Q713	<- --	Productplacementat titude	3.305	.446	7.41 7	** *	a54_ 1

			Estimate	S.E.	C.R.	P	Label
Q714	<- --	Productplacementat titude	8.256	.795	10.3 85	** *	a55_ 1
Q715	<- --	Productplacementat titude	5.415	.502	10.7 86	** *	a56_ 1
Q716	<- --	Productplacementat titude	5.758	.532	10.8 32	** *	a57_ 1
Q717	<- --	Productplacementat titude	5.123	.502	10.2 15	** *	a58_ 1
Q718	<- --	Productplacementat titude	3.720	.451	8.24 6	** *	a59_ 1

Appendix II – Questionnaire - English

Product preference study

INFORMATION: This is a study about products preference. It will take up to 20 minutes. During that time you will be answering questions. Please, answer **ALL** the questions.

CONFIDENTIALITY: The information in the study records will be kept confidential. Data will be stored securely and will be made available only to persons conducting the study. All data will be reported in terms of group averages.

1. Word game study

This is a kind of word game. Please complete the following words by filling in the blanks. In each blank please write only *one* letter which fits. For instance, if T__D__Y were given to you, you may add O and A to make it TODAY. Try to complete all the words. If you can't, go to the next section, but give it a try!

1. A__ NT
2. S __ __ Y
3. B__ OTH__ __
4. B__ L__
5. CA__ T__ IN
6. D__ N__ SA__ __
7. __ I__ MON__
8. A P__ __ __
9. __ H__ R__
10. G__ __ PE
11. HO__ S__
12. __ TAL__
13. J__ DG__
14. S__ O__ D
15. __ AGA__ IN__
16. S H__ R__
17. B__ C__ C__ E
18. __ RAN__ E
19. T__ T__ __ I__
20. H O N__ __
21. __ O C__ __ R
22. __ IR__ L__ N E
23. G__ __ G__ E
24. T__ __ UT
25. T__ B__ E
26. C__ U S__ __
27. V__ DK__
28. W__ O__
29. __ I L__ __ R
30. Z__ B__ A

2. Please, list all of the brands you recall seeing in THIS video clip. Limit one brand per line.

Note: If you have exhausted your responses, you may move on to the next section and DON'T return to this page.

1. _____

-
2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____
 8. _____
 9. _____
 10. _____
 11. _____
 12. _____
 13. _____
 14. _____
 15. _____
 16. _____
 17. _____
 18. _____

3. Please indicate if the following brands appeared in the movie that you just watched. **Circle 'YES'** if you think the brand appeared in the movie. Otherwise, **circle 'NO'** if you think they did not appear in the movie. **Be sure to respond to all of the items.**

4. Please, indicate how familiar you are with each of the following brands. **Circle the number** that best describes your familiarity about each one. **Be sure to respond to all of the items.**

AltaVista	Yes	No
Apple	Yes	No
Bing	Yes	No
Chevrolet	Yes	No
Dell	Yes	No
Ford	Yes	No
Google	Yes	No
Hewlett Packard - HP	Yes	No
Honda	Yes	No
Hyundai	Yes	No
LG	Yes	No
Panasonic	Yes	No
Samsung	Yes	No
Sharp	Yes	No
Sony	Yes	No
Toshiba	Yes	No
Toyota	Yes	No
Yahoo	Yes	No

Ford	Not at all Familiar	1	2	3	4	5	Very Familiar
Chevrolet	Not at all Familiar	1	2	3	4	5	Very Familiar
Honda	Not at all Familiar	1	2	3	4	5	Very Familiar
Toyota	Not at all Familiar	1	2	3	4	5	Very Familiar
Hyundai	Not at all Familiar	1	2	3	4	5	Very Familiar
Hewlett Packard -HP	Not at all Familiar	1	2	3	4	5	Very Familiar
Sony	Not at all Familiar	1	2	3	4	5	Very Familiar
Dell	Not at all Familiar	1	2	3	4	5	Very Familiar
Apple	Not at all Familiar	1	2	3	4	5	Very Familiar
Toshiba	Not at all Familiar	1	2	3	4	5	Very Familiar
Panasonic	Not at all Familiar	1	2	3	4	5	Very Familiar
Sharp	Not at all Familiar	1	2	3	4	5	Very Familiar
Samsung	Not at all Familiar	1	2	3	4	5	Very Familiar
LG	Not at all Familiar	1	2	3	4	5	Very Familiar
Bing	Not at all Familiar	1	2	3	4	5	Very Familiar
Google	Not at all Familiar	1	2	3	4	5	Very Familiar
Yahoo	Not at all Familiar	1	2	3	4	5	Very Familiar
AltaVista	Not at all Familiar	1	2	3	4	5	Very Familiar

5. How do you feel about the listed brands? Circle the **number** that best describes your feeling about each one. **Please be sure to respond to all of the items.**

Ford	Dislike	1	2	3	4	5	Like
Chevrolet	Dislike	1	2	3	4	5	Like
Honda	Dislike	1	2	3	4	5	Like
Toyota	Dislike	1	2	3	4	5	Like
Hyundai	Dislike	1	2	3	4	5	Like
Hewlett Packard - HP	Dislike	1	2	3	4	5	Like
Sony	Dislike	1	2	3	4	5	Like
Dell	Dislike	1	2	3	4	5	Like
Apple	Dislike	1	2	3	4	5	Like
Toshiba	Dislike	1	2	3	4	5	Like
Panasonic	Dislike	1	2	3	4	5	Like
Sharp	Dislike	1	2	3	4	5	Like
Samsung	Dislike	1	2	3	4	5	Like
LG	Dislike	1	2	3	4	5	Like
Bing	Dislike	1	2	3	4	5	Like
Google	Dislike	1	2	3	4	5	Like
Yahoo	Dislike	1	2	3	4	5	Like
AltaVista	Dislike	1	2	3	4	5	Like

6. Please indicate your purchase (or use) intentions regarding each of the following brands. Circle the number that best describes your intention. **Be sure to respond to all of the items.**

Ford	I would not buy it	1	2	3	4	5	I would buy it
Chevrolet	I would not buy it	1	2	3	4	5	I would buy it
Honda	I would not buy it	1	2	3	4	5	I would buy it
Toyota	I would not buy it	1	2	3	4	5	I would buy it
Hyundai	I would not buy it	1	2	3	4	5	I would buy it
Hewlett Packard - HP	I would not buy it	1	2	3	4	5	I would buy it
Sony	I would not buy it	1	2	3	4	5	I would buy it
Dell	I would not buy it	1	2	3	4	5	I would buy it
Apple	I would not buy it	1	2	3	4	5	I would buy it
Toshiba	I would not buy it	1	2	3	4	5	I would buy it
Panasonic	I would not buy it	1	2	3	4	5	I would buy it
Sharp	I would not buy it	1	2	3	4	5	I would buy it
Samsung	I would not buy it	1	2	3	4	5	I would buy it
LG	I would not buy it	1	2	3	4	5	I would buy it
Bing	I would not use it	1	2	3	4	5	I would use it
Google	I would not use it	1	2	3	4	5	I would use it
Yahoo	I would not use it	1	2	3	4	5	I would use it
AltaVista	I would not use it	1	2	3	4	5	I would use it

7.

7. Please answer each question completely and honestly.

	Strongly	Disagree	Neither	Agree	Strongly
--	----------	----------	---------	-------	----------

	Disagree		Agree nor Disagree		Agree
I will not go to movies if I know beforehand that brands are placed in the film for commercial purposes.					
I hate to see brands in films if they are presented for commercial purposes.					
I do not care if a movie producer receives money or other compensation from companies for placing their brands in their films.					
It is highly unethical to influence the audience to use branded products in movies.					
Viewers of films should have the option to receive a refund of their ticket if they don't like to see brands in the film which they watch.					
Movie producers are deceiving the audience by disguising advertisements as brands in movies.					
The government should regulate the use of brands in movies.					
If movies are making money out of brands placed in them, movie ticket prices should be reduced.					
Brands featured in a film for which a producer received payment should be presented in the opening credits, at the beginning of the movie.					
I'd rather see real brands instead of fictitious brands.					
Fictional films should use fictitious brands instead of real brands.					
I often watch rented movies.					
I often watch movies in the theater.					
I hate watching movies.					
Movies should not show the same brand very often.					
Films should only contain those brands that are essential for the realism of the plot.					
I consider the placement of brands in films as "commercials in disguise".					
Movie audiences are subconsciously influenced by the brands they see in movies.					

8. Demographic Items

Sex: Male Female

Age:

- 18 - 20 21 - 23
 24 - 26 27 - 29
 30 - 32 33 or over

How many times per month do you watch movies (either in theaters or at home)?

Ne

On a month

Tw a month

Th times a month

For or more times a month

Appendix III – Questionnaire - Portuguese

Estudo sobre preferência de produtos

INFORMAÇÕES: Este é um estudo sobre a preferência de produtos, que pode levar até 20 minutos. Durante esse tempo, você estará respondendo as perguntas. Por favor, responda a **TODAS** as questões.

Confidencialidade: As informações contidas nos registros do estudo serão mantidas em sigilo. Os dados serão armazenados de forma segura e serão disponibilizados apenas a pessoas ligadas ao desenvolvimento desta pesquisa. Todos os dados serão apresentados em termos de médias de grupo.

1. Estudo de jogo de palavras

Este é um tipo de jogo de palavras. Por favor, complete as seguintes palavras, preenchendo os espaços em branco. Em cada espaço em branco, escreva apenas uma letra que se encaixa. Por exemplo, se H _ J _ foi fornecido, você pode adicionar O e E e formar H O J E. Você também pode usar letras com acentos. Tente completar todas as palavras. As que não souber, deixe em branco, MAS TENTE!

1. _ _ _ A
2. S _ _ _ Y
3. I _ _ _ A _
4. _ O L _
5. C A _ _ T _ _
6. D _ _ _ O _ _ _ A _ _ _ O
7. _ I _ M A _ T _
8. A P _ _ _ E
9. _ _ _ M I _ E _ A
10. U _ _ _
11. C _ S _
12. I _ _ _ L _ A
13. _ U _ Z
14. E _ P _ _ _ A
15. _ E V I _ T A
16. S H A _ _ _
17. B _ C _ C _ _ _ T _
18. _ A _ A _ J _
19. T _ T _ _ _ I _
20. H _ N _ _ _
21. _ _ _ D I _ O
22. _ V _ A _
23. G _ _ _ G _ E
24. T _ _ _ T A
25. M _ S _
26. P _ _ _ _ O
27. V _ D K _
28. M _ D _ _ _ R A
29. _ _ _ A _ A
30. Z _ B _ A

2. Por favor, responda honestamente a cada questão:

Liste todas as marcas que você lembra de ter visto no vídeo que acabou de assistir. Escreva uma marca por linha.

*Nota: Se você tiver esgotado as suas respostas, vá para a próxima parte e **NÃO VOLTE** a esta página.*

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

3. Por favor, indique se as seguintes marcas apareceram no vídeo que você acabou de assistir. **Circule o Sim**, se você acha que a marca apareceu no vídeo. Caso contrário, **circule Não**. Certifique-se de responder a TODAS as marcas.

AltaVista	Sim	Não
Apple	Sim	Não
Bing	Sim	Não
Chevrolet	Sim	Não
Dell	Sim	Não
Ford	Sim	Não
Google	Sim	Não
Hewllet Packard - HP	Sim	Não
Honda	Sim	Não
Hyundai	Sim	Não
LG	Sim	Não
Panasonic	Sim	Não
Samsung	Sim	Não
Sharp	Sim	Não
Sony	Sim	Não
Toshiba	Sim	Não
Toyota	Sim	Não
Yahoo	Sim	Não

4. Por favor, indique o quão familiar é cada marca para você. Circule o **NÚMERO** que melhor descreve a familiaridade de cada marca para você. Por favor, certifique-se de responder a todos os itens.

Ford	Nada Familiar	1	2	3	4	5	Muito Familiar
Chevrolet	Nada Familiar	1	2	3	4	5	Muito Familiar
Honda	Nada Familiar	1	2	3	4	5	Muito Familiar
Toyota	Nada Familiar	1	2	3	4	5	Muito Familiar
Hyundai	Nada Familiar	1	2	3	4	5	Muito Familiar
Hewllet Packard -HP	Nada Familiar	1	2	3	4	5	Muito Familiar
Sony	Nada Familiar	1	2	3	4	5	Muito Familiar
Dell	Nada Familiar	1	2	3	4	5	Muito Familiar
Apple	Nada Familiar	1	2	3	4	5	Muito Familiar
Toshiba	Nada Familiar	1	2	3	4	5	Muito Familiar
Panasonic	Nada Familiar	1	2	3	4	5	Muito Familiar
Sharp	Nada Familiar	1	2	3	4	5	Muito Familiar
Samsung	Nada Familiar	1	2	3	4	5	Muito Familiar
LG	Nada Familiar	1	2	3	4	5	Muito Familiar
Bing	Nada Familiar	1	2	3	4	5	Muito Familiar
Google	Nada Familiar	1	2	3	4	5	Muito Familiar
Yahoo	Nada Familiar	1	2	3	4	5	Muito Familiar
AltaVista	Nada Familiar	1	2	3	4	5	Muito Familiar

5. Como você se sente com relação a cada uma das seguintes marcas? Circule o **NÚMERO** que melhor descreve o seu sentimento por cada uma delas. Por favor, certifique-se de responder a todos os itens.

Ford	Não Gosto	1	2	3	4	5	Gosto
Chevrolet	Não Gosto	1	2	3	4	5	Gosto
Honda	Não Gosto	1	2	3	4	5	Gosto
Toyota	Não Gosto	1	2	3	4	5	Gosto
Hyundai	Não Gosto	1	2	3	4	5	Gosto
Hewlett Packard -HP	Não Gosto	1	2	3	4	5	Gosto
Sony	Não Gosto	1	2	3	4	5	Gosto
Dell	Não Gosto	1	2	3	4	5	Gosto
Apple	Não Gosto	1	2	3	4	5	Gosto
Toshiba	Não Gosto	1	2	3	4	5	Gosto
Panasonic	Não Gosto	1	2	3	4	5	Gosto
Sharp	Não Gosto	1	2	3	4	5	Gosto
Samsung	Não Gosto	1	2	3	4	5	Gosto
LG	Não Gosto	1	2	3	4	5	Gosto
Bing	Não Gosto	1	2	3	4	5	Gosto
Google	Não Gosto	1	2	3	4	5	Gosto
Yahoo	Não Gosto	1	2	3	4	5	Gosto
AltaVista	Não Gosto	1	2	3	4	5	Gosto

6. Indique qual a sua intenção de compra com relação a cada uma das seguintes marcas. Circule o **NÚMERO** que melhor descreve a sua intenção. Por favor, certifique-se de responder a todos os itens.

Ford	Não Compraria	1	2	3	4	5	Compraria
Chevrolet	Não Compraria	1	2	3	4	5	Compraria
Honda	Não Compraria	1	2	3	4	5	Compraria
Toyota	Não Compraria	1	2	3	4	5	Compraria
Hyundai	Não Compraria	1	2	3	4	5	Compraria
Hewlett Packard -HP	Não Compraria	1	2	3	4	5	Compraria
Sony	Não Compraria	1	2	3	4	5	Compraria
Dell	Não Compraria	1	2	3	4	5	Compraria
Apple	Não Compraria	1	2	3	4	5	Compraria
Toshiba	Não Compraria	1	2	3	4	5	Compraria
Panasonic	Não Compraria	1	2	3	4	5	Compraria
Sharp	Não Compraria	1	2	3	4	5	Compraria
Samsung	Não Compraria	1	2	3	4	5	Compraria
LG	Não Compraria	1	2	3	4	5	Compraria
Bing	Não Compraria	1	2	3	4	5	Compraria
Google	Não Compraria	1	2	3	4	5	Compraria
Yahoo	Não Compraria	1	2	3	4	5	Compraria
AltaVista	Não Compraria	1	2	3	4	5	Compraria

7. Por favor, responda honestamente a cada questão:

	Discordo Totalmente	Discordo	Nao Concordo nem Discordo	Concordo	Concordo Totalmente
Eu não vou ao cinema se eu sei de antemão que marcas são mostradas no filme com propósitos comerciais.					
Eu não gosto de ver marcas em filmes se elas são apresentadas com propósito comercial.					
Eu não me importo se um produtor de cinema recebe dinheiro ou outras compensações de empresas para posicionar suas marcas nos filmes.					
É altamente anti-ético influenciar a platéia a usar marcas mostradas nos filmes.					
Platéias de filmes deveriam optar em receber o dinheiro do seu ingresso de volta se não gostarem de ver marcas nos filmes que assistem.					
Produtores de cinema estão enganando a platéia ao disfarçarem propagandas em forma de marcas em filmes.					
O governo deveria regular o uso de marcas em filmes.					
Se filmes ganham dinheiro das marcas neles mostradas, o preço do ingresso do cinema deveria ser reduzido.					
Marcas mostradas em filmes pelos quais o produtor recebeu pagamento deveriam ser citadas nos créditos iniciais, no começo do filme.					
Eu prefiro ver marcas reais a fictícias em filmes.					
Filmes de ficção deveriam usar marcas fictícias ao invés de marcas reais.					
Eu geralmente assisto filmes em casa.					
Eu geralmente assisto filmes no cinema.					
Eu não gosto de assistir filmes.					
Filmes não deveriam mostrar as mesmas marcas com frequência.					
Filmes deveriam conter apenas aquelas marcas que são essenciais para o realismo do enredo.					
Eu considero a aparição de marcas em filmes como “comerciais disfarçados”.					
Platéias de filmes são influenciadas subconscientemente pelas marcas que vêm nos filmes.					

8. Questões Demográficas:

Sexo: Masculino Feminino

Idade:

18 - 20 21 - 23

24 - 26 27 - 29

30 - 32 33 ou mais

Quantas vezes por mês você assiste a filmes (ou no cinema ou em casa)?

- Nunca
- Uma vez por mês
- Duas vezes por mês
- Tres vezes por mês
- Quatro vezes por mês

Appendix IV – Interview Instrument – English

1. Do you remember specific examples of Product Placement? Could you name some? Do you remember how they were placed?
2. How do you feel when you see a product placement in a movie? How do you feel about the brand placed?
3. Have you ever purchased a product after seeing it in a movie? Do you remember what it was? Please, try to recall the circumstances.
4. How do you feel about visual placements in a movie? Recall a visual placement. What about verbal placements? Recall a verbal placement in a movie.
5. Do you feel product placement enhances or hurts the quality of the film?