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Non-conscious Attitudes

A study of young people's attitudes towards
product placement

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Abstract

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Objective: to find out young people in Sweden's attitudes towards product placement in film and television series

Method: Qualitative in-depth interviews

Main result: The research shows that product placement is not a subject that is in the forefront of the respondents' mind. They are aware of its existence but do not give it much thought, nor is it a subject that they discuss at length with anybody. However, they do see product placement as a necessary tool for the promotion of brands and products. They believe that it is a preferable method compared to traditional advertising, in particular television advertising in some instances. This is mainly the case for products or brands that the respondents have a personal relationship with. The brands that they have a relationship with are also the ones that are most frequently noticed by the respondents. Having said that, the product placement needs to be well integrated into the storyline in order for it to be seen as a positive way of promotion. It will have the opposite effect if the product placement is too noticeable.

Key words: *product placement, attitudes, media, consumption, television, series, film, brands, culture, non-conscious consumption*

Executive Summary

The reality of modern life is that brand names and products surround us all. These may or may not be relevant to what we are doing at that specific time. However, they are there. As we watch films and follow favourite characters in television series their realities become part of our own and the brands depicted in these, brands in our lives. What is found in this study is that, regardless of the media discussions surrounding product placement, it is not seen as a practice that is neither thought about at any length nor particularly annoying for the viewer. However, more can be said than that.

Product placement, although seen by some as the natural progression of the traditional ways of advertising, is an issue that is in the need of attention. Not only due to its increase and spread in the last years, but also due to the increased familiarity of brands and intrusiveness into peoples' daily lives. The group of theories on which this thesis is based is eclectic as it involves theories from a number of different disciplines. This reflects the complexity of the subject that is studied. Furthermore, considering the fact that what is researched is human beings and their ever-changing attitudes and natures, it is impossible to keep oneself to only one facet of science.

The research is based on qualitative in-depth interviews with ten respondents, all of which included in the decided target group of young Swedes between the ages 18-29. A qualitative method allows for a deeper understanding of attitudes on a human level, though it is not without its faults. However, it was decided that such a method would be the best way in answering the research questions that would consequently fulfil the aim of the research as a whole. The main theories used in this research surround consumption and brand psychology, together with previous attitude research on traditional advertising and also product placement.

The result and analysis of the information gathered through the interviews is presented in three separate sections, one for each research question. This was done so to secure the fulfilment of the research objective. The respondents feel that product placement is noticeable, but that it is less annoying than traditional advertising. The main difference between the two forms of promotion is that product placement is integrated into something that they want to see, and therefore they are more accepting towards it. This view, however, is not without its reservations. A reason for this attitude can be said to be connected with the way in which characters and celebrities have become more and more part of our daily lives and not as removed, as they perhaps have historically been. Furthermore, the globalisation of media and the international expansion of markets contribute to this attitude.

The thesis concludes with final words on this research and recommended future work that I found interesting to develop using this thesis as a base. An example of this is the development of the quantitative research on a larger group with a similar objective.

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1. Introduction

Some may call it shameless advertising, others a reminder that the characters on television and films live in the same world as you and me, where day to day life is littered with brands and products that we use. This is called product placement (in some cases it is called brand placement). The fact of the matter is, whether we like it or not, name brands are more and more visible where they traditionally do not necessarily belong. This does however pose problems, especially for the younger generations who are becoming a stronger actor in the commercial market but who's critical analytical ability may not be as established as that of an adult. Furthermore, for people who have grown up with, not only the Internet, but with the lines between cultures and countries more and more blurred out, what do they think of product placement and why?

1.1 Why study product placement?

The study of advertising and what makes consumers race to buy a specific product is something that is undoubtedly interesting on many levels. The economic gain and product placement revenues for companies is staggering and it has become an important player in both film and television. Furthermore, the consumption of products and the free movement of liquid assets are crucial for a working and healthy economy. Product placement is also interesting to look into when it comes to the psychology of consumerism and what makes consumers tick. In an age where there is an abundance of choice, companies fight to be front and centre in the consciousness of their buyers and increasingly innovative methods are used as the modern day individual stands at a crossroads between what product to buy.

The fading borders between what is advertising and what is not is another reason why product placement is an interesting subject to analyse. When consumers do not know where the advertising begins or ends, or even if what he or she is watching is advertisement, ethical warning bells go off. Moreover, where can a line be drawn, between when and where it is acceptable to promote products and when and where it is not? What do the viewers think about this? Do they care? Do they notice product placement at all? And if so, what are their attitudes towards them? I believe it is important to find this out as technology is evolving, but are people evolving with it? Furthermore, it is also interesting for companies who work in this field to know what the viewers think about product placement, in order for them to be able to work around this.

1.2 Product placement: A history

From an economical perspective there can be a notion that product placement really began with the placement and the following rise in sales for Reese's Pieces after making an appearance in the motion picture *E.T.* in the 80's. Granted, their sales went up 65 percent according to chocolate maker Hershey's (Wasko, Phillips & Purdie 1993; Hackley 2005) the incorporation of products with the intent of increasing sales was an established practice by the time *E.T.* ate chocolate.

According to Hudson and Hudson (2006) product placement can be tracked back to the 1890's when branded soaps were placed in films. The practice began in the 1930's where Hollywood film studios and companies made active deals to show products in their films and

also made contracts for future exposure. Stars were also targeted and in the early days of film studios and the studio system, actors and actresses were contracted by the studios themselves and not only tied to specific films. Therefore the brand attached to a studio could also be attached to a film star.

Radio programs were also very much used as a promotional tool. The so-called ‘soap operas’ from the 1940’s and the 1950’s were given their name from the soap commercials that preceded them when airing. It was also not uncommon for episodes of these soaps to market specific brands, financed by the brand itself (Hackley, Tiwsakul & Preuss 2008). This practice is not uncommon today, where episodes in television shows are used for showcasing products or brands.

In the music industry, the decrease in album sales due to the illegal downloading and uploading of songs, product placement is being used to an extent that has not been seen before. Artists and record labels are paid in exchange for mentions of specific brands and products in their lyrics as well as the usage of products in their music videos. This has become a bit of a concern for television channels such as MTV who are afraid that their viewers turn critical against this. As a precautionary method the channel has drawn up guidelines and restrictions to which record labels must follow in order to be shown on MTV (Kaikati & Kaikati 2004).

According to Belch and Belch (2009) the exponential increase of the expenditures on product placement made from the mid 70’s to three decades later is \$190 millions to \$4,244 millions. Television and film are the highest earners and this shows that there seems to be money to be made. What the future holds for product placement is not something that can be foretold. With the rapid technical evolution one thing is certain; we are most definitely past the point of no return.

1.3 Objective and Research Questions

I have chosen to quote Marshall and Rossman (2011, p.69) when describing the purpose of this thesis, which is “to explain the patterns related to the phenomenon in question” and “to identify plausible relationships shaping this phenomenon” (ibid.). The objective of this thesis is to *uncover young people in Sweden’s attitudes towards product placement in film and television series*. By this token, it is the attitudes of the respondents that I want to reveal and analyse in order to answer the following research questions:

- When consuming media, does the target group notice product placement?
- What are their attitudes towards product placement as a marketing tool, in general?
- What are their attitudes towards the usage of product placement in, specifically, their media consumption?

Although the second and third research question may at first glance seem similar, the crucial difference is the ambition to find if there is a difference in attitude, and what that would be, between product placement as a concept and as something experienced in their personal media consumption.

1.4 Central definitions

Below are presented the definitions of two central concepts that will be used in this thesis

1.4.1 What is meant by product placement?

In order to understand product placement in the context of this thesis it is important to, as with the idea of ‘attitude’, present what is meant by product placement. The meaning that will be used here is partially borrowed from Russell and Belch (2005, p. 74) who defined product placement as “the purposeful incorporation of a brand into an entertainment vehicle”. However, according to Russell and Belch (2005) the words ‘entertainment vehicle’ include games, literature and music. However, due to the nature of this thesis ‘entertainment vehicle’ will be exchanged for ‘films and television shows’. The word ‘purposeful’ is another aspect that is in need of clarification. There are instances where products are shown that are not placed there with the intention of generating revenue for the product’s brand and others where the brand is strategically placed in the shot with the intention to do so. It is thus not possible for the viewer of the film or television series to be completely sure that the product was placed in the shot on purpose. However, the viewer may perceive the product to be purposefully placed there. As a result, the definition of product placement that will be used in this thesis is: *the perceived purposeful incorporation of a brand into a film or a television show.*

1.4.2 What is meant by attitude?

In order to fully grasp the objective of this thesis and thus comprehend its purpose, there needs to be an understanding of what is meant by the word *attitude* within this research. I will be using Bohner and Wänke’s (2002, p. 5) definition of attitude “as a summary evaluation of an object of thought”. By this, it is meant that the attitude is a combination of thoughts and opinions on a specific topic or object. Furthermore, according to Bohner and Wänke (2002) there are three different levels of attitude that need to be taken into consideration when describing what is meant by attitude.

- Individual level: the attitudes that affect personal decisions and thus behaviour, and also attitudes that affect other attitudes. This does also have an impact on a “person’s psychological make-up” (ibid. p. 14)
- Interpersonal level: the attitudes that are directed to other people and therefore build up the understanding of the world.
- Societal level: the attitudes that direct themselves towards other groups in society as a whole.

This thesis will focus on attitude on the individual level, however, there is a third aspect that will be needed to be taken into consideration when finding what is meant by attitude. According to Bohner and Wänke (2002), there are two perspectives that can be found in attitude research. The first, the “file-drawer model”, where attitudes are strictly organised in the brain and where they do not change over a long period of time. The “attitudes-as-constructions perspective”, however, is based on attitudes being formed depending on the particular situation, meaning attitudes are not connected to previous experience.

There is also a third perspective that describes attitude through the “slide rule” which parallels attitudes and attitude change to a scale where depending on the specific moment in time the attitude will slide up and down along the scale (Wilson, Lisle & Kraft 1990). However, the attitude will never be radically different from the original stance, just different in intensity. For example, if someone is in favour of animal testing, depending on the situation where this topic is discussed he or she will be more in favour, or less in favour, though never against it. In this thesis, attitude will be defined by the ‘slide-rule’.

2. Previous research

The research on consumption, brands, attitudes and product placement is vast, however there are some holes that may need to be filled. However, the research that has been done is not old if compared to other branches of social science as, not only is the technology relatively new, but it is also forever changing with new methods arising and, thus, issues. This chapter will be outlined to mirror the coming theoretical platform on which this study is built upon, highlighting what has been said surrounding the theories in other research.

2.1 Previous research: Consumption and brands

Why and how we consume is taken up by Dittmar and Pepper (1994). They argue that there are three different theoretical frameworks in the quite fragmented psychological research field. These three frameworks; “*biological, individual-centred and social constructionist*” (Dittmar & Pepper, 1994 p. 234) places the concept of consumerism in different fields on why people consume. However, it should be noted that the biological field, which describes consumption as “the ‘acquisitive instinct’” (ibid.) has been criticised. The second and third field, do intertwine somewhat, as they both touch on the idea that consumption is a way to fulfil a need, whether it be a need for possessing or identity-building. This can be connected with Foxall’s (1993) hedonic reinforcements, which will be presented later in this thesis. However, these frameworks originates from the belief that the human always makes conscious decisions and thus goes against the idea of non-conscious consumption that is now an established branch of research.

The notion of non-conscious consumerism is not old. It was not long ago that researchers did not believe that consumption could happen without an active decision making mechanism. It is also possible there was no wish to acknowledge that our own consciousness was not needed in order to make decisions, as this means people have less control over their actions (Chartrand & Fitzsimons 2010). Non-consciousness is not a subject that is exclusive to the consumerism field. It has been broadly studied in connection with a number of different subjects, as our ability to act without needing to actively decide over all our decisions can be applied to a number of situations, outside the realm of consumption.

The research done on consumers and consumerism can be closely linked to the research on brands due to the fact that there is none without the other. The research that has been done on brands is extensive. Brands have become part of the entertainment itself such as the music industry where musicians wear branded clothing in their music videos and concerts (Holloway 2002). There seems to be a scepticism and interest in brands as the direction in which the future seems to be heading is to a place where brands and product names are becoming more and more prominent (ibid.). Holloway’s (2002) article shows that, not only are brands, their future and the research connecting the two of strictly academic interest, but that news outlets are interested in this as well. This means that people outside the world of research are involving themselves in the discussion as well.

The past research of the relationship between the brand and the consumer is also something that is of interest for this thesis. Aaker (1997) discusses the way in which a brand is given human traits and thus become more than the name of a product. Through this ‘brand personality’ the products become alive though through the input and projection of traits by the consumer. This is further explored by Fournier (1998) and McCracken (1989) who’s theories

will be presented further. The idea that brands are given human qualities and thus are more acceptable to form relationships with seems to be the consensus between the researchers.

2.2 Previous research: Attitudes and advertising

According to researchers Russell and Stern (2006) it only takes one episode of a sit-com to get a grip of the different character types through the way they act and their consumption, and to make up one's mind up about them. If you watch more than one episode, following these characters around, emotions will be vested in them, making some characters your favourite. A relationship has formed which can be compared to a real life relationship.

Furthermore, Russell and Stern (2006) find that a consumer's attitude towards a product is aligned with the character's attitude towards the product, inside the realm of the storyline. Ergo, if a character is liked, so are the products that he or she uses. This theory can be connected to the idea that brands and products are used as an indicator of what kind of person a character is or is not, putting a conflict between products/characters inside the realm of the television show or film. The products are there to "construct identities and have a phatic function, which is to say, they construct relationships, in this case creating a sense of 'us' and 'them'" (Bullen 2009 p. 503). The creation of an 'us' and 'them' mentality that transcends the screen turns the characters' consumer patterns and behaviours to life through the viewer.

Researchers such as Chartrand and Fitzsimons (2010) are studying humans' abilities to make decisions without the need to be conscious about them. Furthermore, according to their research, there are instances where we are not conscious of the fact that we are consuming. There are triggers that we are not conscious about. Although non-conscious decision making saves time and cognitive resources, researchers argue that the only way to control the outcome of an non-conscious decision is to be aware of the decision making process. This will diminish the number of negative results but will be using cognitive resources (ibid.)

Quantitative methods have been very popular when researching attitudes, as the trend has been to quantify and therefore be able to give figures on the attitudinal climate and/or changes that have occurred over the years. (Tan & Chia 2007, La Ferle & Lee 2003). This method has been used to find information on a larger scale, in some cases national scales.

Historically USA has been on the forefront of advertising and thus has a long path behind it. However, it is also the nation that has become wary of it, the increased advertising clutter has contributes with this attitude, while in some Asian markets, such as China, the "consumers' attitudes where the most favourable" (La Ferle & Lee 2003, p. 19). Although people in the USA seem more negative, it is worth to mention that it also was found that all countries used for this research had positive attitudes towards the economic effect (China being the least so) of advertising, though there were not as positive towards the social effects (ibid.). It would be interesting to compare these two parts of the world, in a historical context, as their political climate has been different and whether or not this can have anything to do with these results. What this tells us, is that there needs to be caution taken when generalising and constructing theories that has the intention of including and covering all cultures, and all of man.

Even though this thesis does not deal with product placement in print, it is still interesting to explore what is said on the subject of the attitude on print advertising. Furthermore, print advertising is the oldest form of advertising, and thus is advertising's foundation and can be

the media found most credible, although television has found its niche as well. There is an interest in comparing these two different types of medium, but for what result is still to be shown. However, an interesting observation made is that the answers depend on the way the questions regarding credibility are asked (Durand, Bearden & Teel 1979). However, there are results, presented in the same study, that are somewhat contradicting the above result: “They found newspapers to have the greatest credibility, radio to be a poor second, with television and magazines third and fourth. These differences probably reflect the use of ‘general’ credibility questions in the previous efforts as opposed to the domain specific ones employed in the present study” (Durand, Bearden & Teel 1979, p. 10). This means that depending on the way the questions are presented to the respondents, or how the research is structured, the answers, and therefore knowledge will differ. Depending on the way the question is asked, it will be answered accordingly.

Print advertising is not seen as entertaining, at least not to the same extent as television commercials are. The point of print advertising is to be informative; attitude is based on if the reader, or consumer believes that there is enough information in the ad (Tan & Chia 2007). However, it does tell us that, as previously mentioned, the medium in which the advertisement is shown does have an implication on what attitude the viewer has towards it. (Wills & Ryans 1982, p. 128)

2.3 Previous research: Product Placement

When it comes to product placement, van Reijmersdal, Neijens and Smit (2009) have compiled a literature review on the subject that encompasses a lot of the issues that surrounds the way in which people experience product placement and how it has become part of the daily media consumption. They outline what people think of this by going through what others say on the topic and make a large number of research papers more available through the compilation and the differentiation of different forms of the incorporation of products in films and television. Furthermore, their research shows that there are differences in the attitudes of the respondents depending on where the product is placed and what the role of the product, within the realm of the story, is.

Mekemson and Glantz (2002) have studied the way in which the tobacco industry has forged a relationship with Hollywood that stems from the days of the studio system. They found that the usage of the different brands of cigarettes did have an impact on the viewer in so far that the viewer remembered the brand and also connected the cigarettes to the heroes depicted in the films. This research, done through the analysis of documents previously secret on the subject of the relationship between the tobacco and film industry (that is now available on the Internet), can be seen as taking an opposing standpoint to this relationship. The fact that it was published in ‘Tobacco Control’ does not tell of an objective standpoint in the issue.

Wasko, Phillips and Purdie (1993) highlights the way in which product placement is connected to the world outside of film, through the way in which it is tied in to the marketing of both the film and the product itself. Through these ‘tie-ins’ products related to the film are sold using the film as a way of promotion. Through this, Wasko, Phillips and Purdie (1993) claim that culture has become something that can be bought. The products that are used (or in many cases not used) in the film will thus be able to be sold, tinted with the films message. Furthermore, issues can arise where the creative forces become compromised due to the financial needs. However, the real issue that is taken up is the fear of over saturating the

market with merchandise and tie-ins that the consumer get tired and thus become negative towards it.

2.4 Conclusion

It is clear that the previous research that is relevant to this study is both wide and stems from different disciplines within, not only social sciences but also psychology. This is one of the reasons why studying product placement is an interesting task that is current in a plethora of fields. What can be seen from the information collated above, there has been plenty of research done in the fields surrounding product placement and that there seems to be a need to connect the study of product placement together with another discipline of study in order for the research to be relevant. However, there is an extensive foundation on which future research can build upon.

One issue that is found in the previous research is that it is oriented towards the American market and the American produced films and television. This, however, can only be seen as something natural due to the fact that it is mainly Hollywood films that are consumed in the western world. There are researchers used in this thesis that are of non-American origin, notwithstanding. Having pointed this out, however, it is fair of mention that this thesis also concerns itself with mainly Hollywood films and American television shows as it is these two forms of entertainment that are what the respondents of the thesis watch. In order to extend the research on other markets, both film and commercial, there would be a need to enhance the interest in the international markets, outside the realm of American films and companies.

What is gathered from the previous research is that studying consumerism, media and attitudes is not a task to be taken lightly. There is such a mix of opinions and ways to research this subject that it would be impossible to include it all. My research and the analysis that will follow are only but a small part of it, but the results will hopefully fill a gap.

3. Theoretical Frame

In order to fulfil the research objective of this thesis, the collated material will be analysed with the aid of a theories on the topic of consumption, brands, attitudes and product placement. The theories surrounding product placement all intertwine in multiple disciplines, therefore, none of the theories used in this thesis can be said to be exclusively about, or based on, product placement alone. This will be noticed in the coming pages. Having said this, however, it does not mean that they are any less suitable for the objective at hand.

3.1 Consumer Psychology

There is no denying that the way we consume has changed and the way in which consumption is executed is more important now than ever as our consumption has an effect on the economy, the ecology and our own identity (Isenhour 2010; Bullen 2009). Now, our consumption patterns are expressions of who we are, or in some cases who we aspire to be (Bullen 2009). The way we consume and why will both be explored in this chapter, as well as the attitudes found towards the media that encourage this behaviour. Even though this thesis is about the attitudes to product placement, the point of product placement is consumption and thus our consumption patterns and the psychology behind it are of interest. Furthermore, consumer psychology touches more than one field of research, such as economics, sociology and marketing, all of which part of product placement.

3.1.1 Consumption Theories

When deciding over buying something or not information must be gathered and judgement must be passed. What we do use when deciding on what to buy are the current conditions one is found in, whether it be economical or mental state, past experiences and what trends are running at that particular point in time (Katona 1967). Furthermore the personality of the individual can also be another parameter when deciding what or what not to buy. Simply put what kind of person he or she, deciding over a purchase, is has an impact on what is bought and why (ibid.).

However, buying “something” does encompass a great number of products. “Products” can be separated into two groups, high-involvement products and low-involvement products. High-involvement products are the products that need more thought given to them before purchase. This ranges from clothing to bigger investments, such as a car or furniture. Low-involvement products are products such as coffee or toilet paper, smaller purchases that are also disposable. However, purchases that might be seen as smaller investments can be seen as high-involvement products depending on how important the product is for the consumer purchasing it, how involved he or she is in the purchase (Laurent & Kapferer 1985). According to Radder and Huang (2008), people are more aware of high-involvement products, than low-involvement products. Furthermore, advertising and marketing is more important for high- involvement products as the consumer is asked to make a larger investment, be it of their time or money (ibid.).

Therefore it is important to distinguish what kind of product that is being treated as it is depending on this that the marketing strategies are built upon (Asadolliahi 2011). Asadolliahi states that high involvement products, such as cars, need to be sold to the customer through

persuasion, rather than information (ibid.). There needs to be a motivation for the consumption.

What motivates individuals to consume, whether it be high- or low-involvement products, is not only the processing of information or mental states. The purchase must, according to Foxall (1993, p.38), also result in pleasure or satisfaction, whether it be long- or short-term. He calls them *hedonic reinforcements* and they are the outline of four behavioural pillars of these motivational acts of consumption. We consume according to these four uses, where the first, consumption for *maintenance* is used in order to understand the social context, to understand their place in society or placing themselves in society. When saving up for something, whether it is long or short term or respond to “promotional deals requiring the accumulation of tokens or coupons” (ibid. p. 44), we *accumulate*. In a world where consumption is very much a tool for *pleasure*, whether it is buying tabloid magazines for fun or the consumption of medicine to relieve suffering and displeasure, the seeking of pleasure is turning into a need that is becoming more and more a reason for consumption. The last one, being *accomplishment*, is consumption behaviour that results in “social and economic achievement” (ibid.). In this category the actions resulting in “the acquisition and conspicuous consumption of status symbols, and the activities involved in seeking excitement or personal fulfilment as long as these acts resulted in the accumulation of some measure of attainment (...) which mark progress.” (ibid.) Put shortly, to feel accomplished.

A connection between Maslow’s pyramid of self-actualisation and the way in which we consume can be made (Cherrier & Murray 2004). For each item one consumes, you become a more self-actualised person; your life’s potential is being fulfilled. Marketing of products is seen as something that enables the journey to self actualisation. (ibid.) Parallels can be drawn to Foxall’s (1993) maintenance and accomplishment reinforcement. However, this view may be seen as too simplistic and does not cater to consumption in a global perspective as depending on where you are from, you have different needs and wants. Furthermore, it would also mean that man is rational and all decisions are made upon rational and conscious analysis of situations and that one is always aware of what one wants and needs (ibid.). This theory does not, therefore, cater to theories on non-conscious consumption.

3.1.2 Non-consciousness

According to media analyst Jenkins (2006), when watching a film or a television show one is not always, one hundred percent conscious of all the things that are happening on the screen. For example, the “red room” in American Idol looks very much like any other green room and after a while the prominently placed Coca Cola cups in front of the celebrity judges look like any other cups. However, we are still consuming the brand Coca Cola (Jenkins 2006). There are instances where we are not conscious that we are consuming

Non-consciousness, or automaticity, as outlined by Bargh and Chartrand (1999), is the concept that behaviour and thoughts are not controlled by our consciousness, they are, rather, automated, they happen by themselves. Non-conscious decision-making is, thus, more sophisticated and quicker, which means that this knowledge is not accessible to consciousness as it “involves a more advanced and structurally more complex organization” (Lewicki, Hill & Czyzewska 1992).

Bargh and Chartrand (1999) discuss the idea of automated behaviour and how a goal that is internally come up with can be triggered through external factors. This means that, as the

manifestations of products are external they have the ability to trigger the goals that have been internally formed. The theory of automaticity, as outlined by Bargh and Chartrand (1999), also includes that the environment one is found in does have an impact on decisions and behaviour that, is not originally part of the external world. The internal decisions that are made without knowing can though be sparked on by the external world, a world removed from the original decision.

Up until now, there seems to be two different ways to behave think or act, conscious and non conscious, however, Chartrand and Fitzsimons (2010) point out that a thought or behaviour is not one or the other, completely aware or completely unaware. Thoughts and behaviour range from one extreme to the other at any given time. They argued, nonetheless, that there must be a division between conscious and non-conscious processes (ibid.).

In the case of this study, it is interesting to look at the way in which the viewer feels about the product placement, how it is perceived. According to Bargh and Chartrand (1999) perception is a non-conscious mechanism that is important in order to build our internal as well as our external world. Furthermore, it also triggers behaviour, however, more importantly for the this study, our perceptions are the building blocks for our prejudices and the stereotypes that we use in order to make sense of the world (Bargh & Chartrand 1999).

3.2 Brand Psychology

There would be little point in spending the amount of money that is spent if the brands did not resonate or light a glimmer of recognition in the publics' mind. The attitude towards a specific brand can have an impact on the attitude toward product placement. A person that is accepting product placements in some cases might not be as accepting in other. How people react to a specific brand depends on many factors. There is also an issue with *brand relationship* that is an important factor when discussing brand psychology. There are brands that have a very strong connection with their consumers, beyond the mere purchasing or usage of the products. According to Fournier (1998), one can feel such a close and strong attachment to a brand that it can almost be described as a friendship. For some people, a brand or product is not just a brand or product, it becomes an idea that one identifies oneself with. It can go as far as to become almost friend-like. This can be compared to Bullen's (2009) ideas on character-consumer relationship that was previously presented and that will be in this section.

3.2.1 Brand relationships

Companies and their marketing strategies are now focusing on building relationships between the brand and the consumer. Having the consumers being aware of the brand is something that is very important for companies as this will make them feel a stronger connection, or bond, to the brand (Esch et al. 2006). The way in which companies are now promoting their products is by playing on the consumers' trust and emotions. A theory taken up by Fournier on animism, which is how brands are breathed into life. There is a need, Fournier (1998) argues, to give inanimate objects human qualities in order to be able to have an acceptable relationship with them. Furthermore, the relationship people have with products mirror relationships between humans (ibid.) The way in which this is done, is to let the consumer see the product as a partner in the relationship through with human qualities. This will giving the product an active role in the relationship between human and product. "One way to legitimize the brand-as-partner is to highlight ways in which brands are animated, humanized, or

somehow personalized” (Fournier 1998, p. 344). This is called animism and can be obtained by a number of methods.

According to McCracken (1989), the use of a spokesperson who embodies the company’s or the product’s values gives the product a human quality and it would thus be easier to attach oneself to the product. However, he (ibid.) also points out that the wrong endorser or spokesperson can be negative for the brand, for example if the customers do not see the connection between the brand and the spokesperson. A further attempt to humanize the brand is to treat each new marketing incident as an extension, or as the next step of evolution in the personality of the brand. Thus, the brand does not stay static, but becomes complex and multifaceted, which mirrors the way in which humans change and evolve through time (Fournier, 1998).

According to the researchers, brand awareness and brand image does play a part in the consumption of the brand. Furthermore, to secure future purchases this needs to be consistent and thus build up a trust on the part of the consumer (Esch et al. 2006). This is an aspect that is also taken up by Fourier (1998), which discusses the way in which brands and products are breathed into life. If the product is thrown into the midst of a scene where it is given such properties, or used by a character that embodies the same properties that we connect the product or brand to, there is a possibility that there is a double sense of familiarisation. Therefore it highlights the qualities that are desirable, both the character’s and the products.

3.2.2. Brands as a tool for identification

According to McCracken (1989), the consumer is always looking for ways to fit into the world and reinvent him or herself. The brands and products available help them to do so and “offer a vast inventory of possible selves and thinkable worlds” (ibid. p.317) Not only can they be used as identification of oneself but also as an identification of others. Stereotypes have previously been mentioned as a way for the unconscious to understand the world. This is something that is discussed by Bullen (2009) who explores how we place people, or characters into different social contexts based on what they wear and what products they use. It is through consumption we construct our social context. The way we are perceived and the way we perceive our needs can be seen through our consumption. She argues that the presence of brand names do not necessarily mean that they are placed there for economical gain, but can also be used as an identifier of social standing. Thus product reference “may not principally be seen as promoting consumption or as free advertising”. (Bullen 2009, p. 499). If a product is mentioned that is significant for the time period it can act as an indicator for where and when the story is set.

De Chernatony (2006) makes a point that what we wear and the products that we use say a lot about who one is as a person. This is something that ties in with what has previously been mentioned and thus enhances the idea that products are identification tools. If a character wears designer clothes or decides to shop for attire in a second hand store, much can probably be said about this character (Bullen, 2009). The consumption of, and interaction with, products in television shows and in films is an efficient way to introduce and show a character’s personality and preferences. (ibid.)

However, there are also examples of product placement where brands are so overtly used that after a while they become synonymous with the story or character to which the product is attached. For example, the name Manolo Blahnik, for the knowledgeable, directs thoughts to

Carrie in *Sex and the City*, or Dr. Pepper to *The Sopranos* and Rolex is very much synonymous to James Bond (Omega taking over the role of decorating Bond's wrist in later years). These brand names and products have become a symbol for what kind of person these characters are (Bullen 2006). Even the companies themselves use this as a marketing tool, Omega using the actor who is currently embodying the spirit of James Bond in their advertising.

3.3 Attitudes

3.3.1 Attitude towards advertising

What it comes down to is what the viewers and consumers think about the products that they are surrounded by. As this thesis is on the attitude towards product placement there needs to be, firstly, an understanding on how attitudes are formed towards advertising as a whole. Product placement can be seen as a more sophisticated form of advertising, or as the natural next step. Therefore, the factors that play a part in the constitution of attitudes towards advertising might be the same as of those towards product placement.

It is not seen as strategic, or preferable to map out the attitudes of an entire population in general as the point is to target specific groups in order to choose appropriate advertising and product placement (Dutta-Bergman 2006). Advertisements have become more than what they first intended to be. From its beginnings, where the point was to sell a product, it has turned into culture, where the product itself in some cases takes a back seat, and where the actual secondary thing (the advertisement) takes over. The product is not what shapes society any more, or the tradition of "creed, ideology or a set of myths" (Pollay 1986, p.26), it is the product's advertising. Our culture is now represented by slogans and catchphrases (ibid.)

Whilst advertising, products and consumption are making their way into what we can see as our culture, as our social and cultural backbone, it is still not clear whether attitudes are based on the particular media in which the ad is shown or the ad separately from its medium. There is no simple answer, yet Tan and Chia (2007) find that the reason for the "deteriorating attitudes towards advertising on the whole could possibly be attributed more to the negative associations that people have towards television advertising specifically" (ibid. pp .370-371). There is an idea that television advertising has entertainment value and print advertising is mainly a source of information (ibid.). They argue that it is hard to find the root of the attitudinal standpoint when it comes to the different media, as television advertising can be seen as negative if the entertainment value of a specific commercial is not what is expected. By the same token, the attitude towards print advertising can be seen as negative if it is not experienced that the information value is high enough (ibid.).

There are underlying factors that need to be taken into consideration when finding target groups for advertisements, and also uncovering what actually is said about them. Attitudes differ from person to person, as each have unique backgrounds and personalities (Alwitt & Prabhaker 1992). That said, there are groups that are more respondent and positive towards advertising in general. According to Alwitt and Prabhaker (1992) the older respondents who are better off are negative towards television advertising, but the respondents with more television sets are more positive, which tells of a significance of age, income and the amount of television sets. So, young people, with a low income and a high number of television sets will like or enjoy television commercials more. Having discussed non-conscious consumption

previously, there is a point in highlighting the issue which is the possibility that respondents get lost in the entertainment of television advertising and therefore do not understand, or notice its nature (Tan & Chia 2007).

The entertainment value of advertising is one of several aspects on which attitudes towards advertising can be measured. Dutta-Bergman (2006) has outlined the different aspects of advertising on which attitude can be measured. These are:

- Informative value
- Economic impact
- Aesthetic enjoyment
- Poor taste and sex
- Regulation of advertising

These aspects can be seen as a reason for the difficulty in finding unmitigated results in the search for what people think about advertising, due to the fact that the attitudes toward the different aspects do not need to correlate. Furthermore, people believe that advertising will affect others and not themselves (Reid & Soley 1982). This notion, taken up by researchers Reid and Soley (1982), has been denominated *generalized* and *personalized* attitudes. What this tells us is that people do not see themselves as a part of the masses and that they believe they are better equipped to guard themselves against advertising than the next person. This standpoint will be interesting to test in the presence of product placement and see if it also is the case.

3.4 Understanding Product placement

The theories on product placement that will be used when analysing the material resulting from the interviews will be a combination of the aforementioned theories incorporated with the ones that will be presented here. The theories on this topic can be seen as extensions of the previous theories. It is clear, however, that theories on just product placement, stripped of complement, were not an easy find.

3.4.1 The product and the story

A product that is connected to the plot and thus integrated into the storyline in a manner that seems natural and modal increases the chances of the plot to be remembered. (Russell 2002). However, this does not mean that the viewer feels a persuasion to consume or buy the product (ibid.). By the same token, a product placement that seems out of place has a negative effect on the attitude towards the brand (ibid.). However, there are some contradictive theories stating that, noticing a brand does not automatically mean that the attitude towards said brand would alter (ibid.).

DeLorme and Reid's (1999) study also result in that moviegoers "appreciate realism, noticing the familiar, and relating to the characters" (DeLorme and Reid 1999, p. 78). According to their study, it is easier to relate to the story, feel like one is part of it if there are aspects, products that you recognise, as found by Sung and de Gregorio (2009). However, this does not apply in the instances when there seems to be an excess of said brands, which makes the moviegoer feel like he or she is 'being sold' (ibid.) something. This is possible to tie in with

Russell's (2002) theories on the need for plot-connection in order for the product placement to be acceptable. Even if there is an excess of brands in the reality the films and television shows are portraying viewers do not want that in their entertainment.

3.4.2 Product placement and the people

According to Homer (2009), there is a difference in attitude towards product placement depending on where the product is placed or mentioned. Not only does this propose problems when studying attitudes, but it also makes drawing conclusions hard and questionable. Two issues arise here that can be linked to the attitudes of the viewer. Firstly, if the product were dependent on where it is placed and in what context, would it be possible for the same product to be perceived differently if it was shown with a different backdrop? If the attitude is dependent on the placing of the product on screen, it is not only the product per se that is noticed, but a combination of the product and the context in which it is found. Secondly, this also shows identification issues that viewers are carrying. If there is a character that a viewer aspire to be, or has qualities that the viewer would like to have, products that are showcased with, or close to, the character become more acceptable. This can be compared to Bullen's (2006) theory on the identification with a fictional character due to what he or she consumes inside the perimeters of the story.

Furthermore, it is also found that it depends on who you ask as studies show that students more so than non-students find product placement as a useful tool to enhance the realism of the story, as found by Sung and de Gregorio (2009). They also found that non-students believe that there should be some form of restriction on what should not be allowed to be placed as product placement (ibid.). Non-students believe "that product placement is an unethical practice, it should be banned, and that tobacco, firearm and alcohol products should be prohibited." (Sung, de Gregorio & Jung 2009, p. 268) It also helps viewers to become engrossed in to story (DeLorme & Reid 1999), which could be said to be the whole point of storytelling. This means that there is a difference between what background the respondents have that is significant to what they believe of product placement. As for the difference between

The younger generation, which is more integrated with media and its uses is more positive towards product placement. They are less concerned about the power of product placement and see it more as a way of making the story real and do not reflect on the effect it has on consumption as a whole, at least not to the same extent as older generations do (DeLorme and Reid 1999). However, there are very negative voices raised when government regulation is brought up. It is not seen as necessary to use "government-imposed regulations" (Sung, de Gregorio & Jung 2009, p. 273). This attitude does contradict the ethical concerns, as without regulations, branded products of "ethically charged nature" (ibid.) would not be banned from film and television.

3.5 The use of the theory

There are many different theories that are relevant to use when trying to find the connection between the viewers' attitudes and product placement. The theories do not only descend from the idea of product placement, but also from consumption theories and they way in which people perceive what is important in a brand. Furthermore, theories on what constitutes attitudes and where those come from are also included. To acquire a well rounded analysis all

these theories are thus integrated and combined. The way in which the theories will be used in the analysis are as comparisons to what has been said by the respondents. What will be looked for is the way in which the responses correlate or go against the theories that have been previously presented. How this is done will be presented in the following methodological chapter and shown in the analysis and result section of this thesis.

4. Method

To interpret attitudes in my research, qualitative interviewing was the method of choice. The reason for this was due to its ability to uncover non-conscious thoughts, opinions and, as a result, attitudes. Even though it is possible to find this with quantitative methods, I chose to use qualitative interviewing for several reasons. The ambition was not to quantify the results, but to find trends and patterns in how the respondents think, feel and make sense of product placement.

4.1 Preperation

A great part of the studies and research articles on this subject are based on quantitative methods and although measurements are easier made with quantitative results, the aim is not to make measurements but to find these specific group's attitude. Interviewing gives the possibility to ask questions if something is not understood or submerge deeper into topics that are presented.

However, attitudes and behaviour do not necessarily go hand in hand. Another method option would be focus groups, if the goal was to create an open discussion and through what is said be able to discern the attitudes that the respondents have. However, interviewing was chosen over this method so that all the respondents would have a chance to speak their mind, not feel pressured or stressed and also keep this, quite stunted situation as natural as possible, like a conversation between two people. Furthermore, as I understand that being interviewed is being exposed and judged by another person, it can be uncomfortable to do this in a group. More on how this was done through the use of the interview guide will be discussed shortly.

A choice I made, which does mirror previous quantitative studies, is the choice of using similar respondents, young people with or without higher education. This group of people, although not necessarily culturally homogeneous, is interesting as they belong to a group that has grown up with the Internet and a globalised community. More on the target group and the respondents will be presented further on in this chapter.

4.2 Pilot interviews

Before the interviews went underway a decision was made to do two pilot interviews. The reasons for this was to find if the interview guide made the respondents answer in a way that required them to elaborate their answers, and also see how they responded to the interview environment in combination with the interview guide. The two respondents chosen for the pilot interviews were both part of the target group, though one difference here was that they both have higher education and were both female. However, this I do not see as an issue as their results are not taken into account in the final analysis of the study as they are used for the development and improvement of the interview guide. The pilot studies were made in two different places, the first in the home of the respondent and the second at a café. I do not think the respondents were affected by their settings, partly due to the topic not being of particular delicate nature and partly due to the privacy of the situation. There was nobody who could overhear the conversation.

4.3 Interview guide

The interview guide (see Appendix A) was divided into three different categories, where the discussion and questions start with personal questions about their own consumption and habits. This topic was chosen to initiate the interview because it would give them an opportunity to talk a little about themselves. I found that it was a good way to start and then, once they have gotten used to the situation move along to topics that are more removed from their daily lives. Introducing the interview with questions about them and their habits also let them analyze themselves and their behaviour. The second topic is advertising; a section that introduces the third, product placement naturally as it moves from one topic that they have a relationship to, or have thought about, to a topic that they have not given much thought (according to the results from the pilot interviews).

Furthermore, these sections mirror the different theoretical sections on which the research is built upon, consumption, advertising and product placement. This is done so that the analysis of the material is presented in a way that mirrors the theoretical background, making it easier to go back and compare the two and also facilitates the analytical work of the material. According to Kvale (2007) there are different types of questions that can be used in an interview, depending on what answer one is looking to get and how specific one wishes the different respondents' answers need to be. Different questions also take on different roles in an interview. I have chosen semi-structured interview guide, meaning there is a combination between exploratory and specific questions.

According to Patel and Davidson (1994) an interview guide is usually introduced with general questions on the topics that are to be discussed. I chose to introduce my interview guide so to get background information on the respondents' consumption and their attitude towards consumption and advertising. This was done so to introduce product placement naturally. I found that this order worked well after the first few interviews, as the respondents were able to warm up before the questions on product placement were introduced. Furthermore, the questions were put in such order so that the respondent had a chance to begin to talk about themselves and I found that this relaxed them.

The interview guide resulted, after the changes made, into less structured, but which let the questions follow each other in a natural order. Furthermore the new guide also invited the use of follow up questions or operationalised questions so to become easier for the respondent to understand. This is something that is taken up by Denscombe (2000), who says that it is important for an interviewer to be able to follow up on questions or lines of thoughts that are not included in the interview guide. I tried to do this as much as possible in order to go through the specific topic that was discussed as exhaustively as possible. Furthermore, it was also important for me to let the respondents speak as much as possible and not to interrupt them during their answers.

This more spacious guide invited the use of examples and became more lenient with the order the questions were presented, all of this important for the interview situation to be as natural and forgiving as possible. I believe, for the point of this research that it is important, both to include questions regarding how the respondent experience different forms of product placement specifically, but also give them the opportunity to elaborate their reasoning and give them the opportunity to let their answers evolve through giving them space to discuss it with themselves.

4.4 Target group

The target group was decided as young people in Sweden between the ages 18-29. The line was drawn here for several reasons. The ages of the respondents have been spread out as much as possible in order to cater to each age group. This was done in order to cover each stage of development. People this age have grown up with similar media, with both public service and commercial. Also, they have grown up with Internet and are therefore natives in this media. It must be pointed out, however, that there has been some discrepancy in the research surrounding the idea of the *digital natives*. The term, *digital natives*, was coined by Prensky (2001) and has become, as outlined by researchers Helsper and Eynon (2010), a topic of debate. Another parameter was to only use respondents in Sweden. Mainly, because that is where the thesis is written and it is thus a natural progression. Furthermore it was done so to make sure that the experience of the media is as alike as possible. Some of the questions are asked from a Swedish point of view and thus the respondents will need to have a similar frame of reference.

4.4.1 The respondents

I chose to interview five males and five females. When it comes to the choice of specific people there was a decision made between if the fact that I know the respondents, or in some cases know of them, would have an impact on the results. This detail could be seen as helpful, as the interviews might be then seen as a conversation rather than a stilted interview situation. I have not taken into consideration the respondents media consumption and habits, as the issue at hand is mainly what they think and not what they do. However, if one were to base which people to choose as respondents from media consumption it would be possible to do a two-stage selection, where the respondents would be chosen from this information.

The respondents were also chosen depending on the level of higher education. They were then split in half so that five of the respondents had not started higher education, such as college or university, and five of the respondents had started or finalised their education. This was done in order to introduce another degree of spread and therefore made the attitude patterns more general for this particular group. It would also elevate the reliability as this gives a balance to the group of respondents as a whole.

The decision to present the respondents is not taken lightly. There is an understanding that presenting the respondents' ages and whether they have or have not undertaken university or college education can instigate prejudice. However, it is believed that there is a point in making this information clear. Not only so to show the diversity of the respondents within the group, but also so that any future research can be better compared to this one. Although this decision was taken, the respondents will be known as Respondent A, B, C etc. in the rest of the thesis. Meaning that neither age nor education will be included as we proceed.

<i>Respondent A</i>	male	18	No higher education
<i>Respondent B</i>	female	19	No higher education
<i>Respondent C</i>	female	20	No higher education
<i>Respondent D</i>	female	23	Higher education

<i>Respondent E</i>	male	24	No higher education
<i>Respondent F</i>	male	25	No higher education
<i>Respondent G</i>	male	25	Higher education
<i>Respondent H</i>	female	25	Higher education
<i>Respondent I</i>	male	27	Higher education
<i>Respondent J</i>	female	29	Higher education

4.5 My Role

My role as interviewer needs to be multifaceted as possible. First and foremost, I am there as a representative of my study, which is also who the respondents should see. The job here is to keep the respondent focused on answering the question to the best of their abilities, but also give this thesis a face and a person. This so there is someone they can relate to. Secondly, I need to act as a compass, where the task is to redirect the respondent back on track in the case of the interview not following the set path. Therefore there needs to be a balance between what is most comfortable for the respondent and what is the best for the thesis as a whole. One of the strengths that I possess in the role of interviewer is the fact that this is not the first time I use interviewing as method. However, my previous experience was shared with a writing partner and thus the two of us shouldered the responsibility.

I, as interviewer, am also the one who has the entire responsibility of the interview and the questions being answered as exhaustively as possible. However, it is not an easy role to mantle, as not only is there a need for the interview experience to be pleasant for the respondent, but the ultimate responsibility is to the thesis. A weakness that needs to be mastered at the point of the interviews is not to rush through the questions and thus leave important answers out, or miss important aspects of the respondents' attitudes.

4.6 Execution

The execution of the data collection is separated into three different steps, presented below. The way in which the interviews and the work that needed to be done after the collection of information went underway is presented as three different stages in this chapter, but it is important to acknowledge that the actual work was not as neatly organised at all times.

4.6.1 The interviews

The respondents were found mainly through mutual friends and family. However, some of the respondents were people that I knew of personally, though I did not *know* them well enough as people for it to be an issue for the reliability of this thesis. When the respondents had been found and a time and place set the interviews went under way. As the first couple of interviews were done I felt more and more comfortable in my role as interviewer, and this did reflect on the answers that were given. Furthermore, I learnt as time passed what questions could be developed and also when to continue on the respondent's line of thought.

The setting for the interviews were individual, some were executed in the respondents home, others in public places such as cafés or university. I gave the respondents the freedom to choose both time and place as I felt that if they were as comfortable as they could be in such as stilted situation their answers would be more usable for the thesis. Furthermore, since I did

not know the interviewees' time schedule, and many had jobs and other obligations it was fair to let them have some control.

All the interviews were recorded. This was done for a number of reasons. Firstly, knowing that the interview would be saved gave me, in the role of interviewer a sense of safety that made the interview situation a lot more comfortable, both for the respondent and me. This also made it possible for the interview to emulate a conversation more, rather than if it would have had to be necessary for me to write down everything that was said. This would have caused many interruptions and therefore make the situation more artificial than it already was. Secondly, the reliability of the study is elevated when possessing a record of what has been said, as the analysis will be done with the help of transcript from the interview.

Not all respondents were based in Gothenburg, where this study is written. An option would have been to do the interviews through Skype, FaceTime or by phone. This was however not desirable as I wanted each interviewee to experience the same (or as similar as possible) interview situation. Furthermore, live interviewing also enables a connection that can bring forward thoughts and emotions that may not have been brought out. Another aspect that is interesting, which is partially lost if the interviews are not done face to face is body and hand movement, both which can communicate attitude and/or feeling. When choosing to do live interviews there is less risk that questions or answers are misinterpreted or misheard. Therefore it does elevate the reliability of the study. More on this will be presented in the coming pages.

4.6.2 Post-interviews

Once the interviews were finished and the recorders had been switched off I stayed a few minutes with each respondent and talked so to finish the conversation in a natural way. Furthermore, as a token of gratitude, I gave each of the respondents a *Triss-lott* (a lottery ticket). This was something that they did not know about before the interview (so that it was not an incentive to do the interview) and was very much appreciated.

4.6.3 Transcription

After the interviews were finalized they needed to be transcribed. This was done on a computer and as realistic as possible. However, it was found that some words could not be heard due to mumbling. On these occasions it was marked out on the transcripts. They were transcribed in the same order in which the interviews took place. This was done for a number of reasons. Firstly, it was valuable to see how the interviews had changed as the interviewing went on and, secondly, so to keep an order and a good pace in the writing process. Had I waited to transcribe all the interviews once the interviewing had been concluded it would have been more time consuming.

When translating and transcribing the task of the researcher is to interpret what has been said to the best of his or her abilities. (Marshall and Rossman 2011). This goes for both what is said but also body language and pauses in speech. It is an issue that has been tackled during the progress of this study. Since the interviews were done in Swedish there has been a need of translating the respondents' answers into English. Problems that can arise here are miscommunication, misinterpretation and the wrong use of words. Although I do feel very comfortable writing in English, it is still not my first language and neither am I a translator.

Furthermore, there are words and expressions that do not lend themselves to be translated. In these cases I have tried to find corresponding or matching expressions in English so that the point gets across. There is, however, always an issue with transcribing what someone has said and putting it into paper.

4.7 Reflection

After completing the interviews for this thesis it was found that as the interviews progressed they became better and better. Not saying that the contents of the answers were better but the interview situations improved. This had to do with my role as interviewer became more natural and I did not feel as uncomfortable. I could feel the rhythm of the interview better and therefore make it more as a conversation, countering with questions not necessarily in the interview guide. This resulted in the interviews becoming more directed towards answering the research questions.

4.7.1 Ethical issues

There are a number of ethical concerns that need to be dealt with when it comes to interviewing people, which essentially is entering their mind with a goal to understand them and their actions. I, however, do not see the topic at hand as ethically charged or uncomfortable to discuss and this enables the handling of the material. It is important that the respondent is aware of what the information they present, their answers, will be used for, notwithstanding. It is also essential that the respondent feels confident with me as an interviewer, but also with the fact that they are confidential when it comes to the analysis and presentation of results. Because I did not interview respondents under the age of 18, a lot of ethical issues and rules connected with parental consent are irrelevant for this thesis.

Another important aspect of this thesis is the way in which the respondents are portrayed and clearly showing when there is a shift in narrative, from respondent to researcher (Bergström & Boréus, 2005). One of the difficulties with interviewing is building a relationship of trust and confidence between the interviewer and the respondent. This however, I did not see as an aspect of the interview scenario that needed much consideration, as the topic was not ethically charged or particularly private.

4.8 Analysing the material

After the interviews were transcribed the data needed to be organised so that the analysis could progress. There are different methods of organising the data collected and according to Marshall and Rossman (2011) researchers often turn to computer software when organising their data. This was not done in this instance. The main mission in the analysis was to find themes and patterns that would show categories that fits, or resembles the theories on which the study is built upon. I decided then that the best way to proceed was to make a grid where the respondents were listed on the Y-axis and chosen topics that would help answer the research questions (and as a result fulfil the aim on the thesis) on the X-axis. The codes that were used to organise the data were a combination between both theory-generated codes and in vivo codes (codes that emerged through the collected data) (Marshall & Rossman 2011). This grid was done manually and a copy of it will be presented as an appendix. By organising the data in this way the respondents' thoughts on each topic, not only became clear, but it was

also easier to look back and find specific attitudes. This meant not having to resort to going through the pages of transcribed material every time.

The different topics were chosen through a combination of theoretical aspects used to build up the interview guide and from subjects that were frequently taken up by the respondents. Marshall and Rossmann (2011) advise that the researcher spends time with the data and familiarise oneself with it. The search for the chosen topics and information to fill in the grid enabled that, as a lot of time was spent organising, going back and forth in the pages of transcribed material and 'getting to know' the respondents through their answers. Notes in the margins and under linings were made in pencil. This, however, made going back and finding specifics to use in the grid hard as the different notes had to be reread. Although this was time consuming, it made the material more familiar and, as a result, the information chosen for the grid more relevant for the analysis.

4.8.1 Interpreting the material

The information from the transcripts were placed into the grid (see Appendix B), and once exhausted of information the analysis. I decided that the analysis would be separated in four different sections. The first, which gives an overview analysis of topics that, not directly linked to the aim of the thesis but nonetheless still interesting to introduce as it gives the analysis a solid ground to stand on. The three remaining sections were reserved for each of the research questions. I also decided to separate the sections for reading purposes as it made the analysis clearer. However, it can be argued that separating the sections makes the analysis somewhat artificial as the topics on which the research questions are based are closely intertwined.

4.8.2 Reliability validity and generalizability

The pilot interviews were not only executed in order to improve the interview guide, but was also a step taken to enhance the validity. The way this research was designed was so that the ten respondents that were chosen were as representative of the group young people between the ages 18 to 29. The goal of this thesis is to find what young peoples' attitudes towards product placement in films and television series. This was done through qualitative interviews and due to this it is important to point out the factors that play a part in the validity of the research. The human factor plays an important part when it comes to qualitative studies, as the gathering of information done through the interviews cannot possibly be set exactly the same each time. Furthermore, the exact order in which the questions were asked was not the same each time. This can be seen as something that affects the validity of the study, however, human factors in qualitative studies are hard to avoid.

Something that could have been done to elevate the reliability of this study is to make it a two-part research where both quantitative (in the form of a questionnaire) and qualitative (interview) methods are used. This would make it possible to compare the results of the two methods and thus draw conclusion from two information sources. The information that is gathered is required to be reliable in order for the analysis and consequently the result to be as accurate as possible. This was done, partly, through the strategic choice of respondents and partly through the choice of theories that are used as basis for the interview guide and thus the thesis as a whole.

According to Shapiro (2002, p. 493) generalizability of research “includes the ability to accurately predict outcomes across different groups of people, in different settings, at new times, and using different message”. What has been done in this thesis, in order to cater to Shapiro’s interpretation is having chosen a broad spectrum of people, in so far that the ages are spread out, the level of education has been taken into consideration and what impact on the answers these two parameters have. The answers given by the respondents in this particular age-group (18-29) are not comparable in the realm of generalizability to the answers that would’ve been given by respondents in another age-group due to the subject matter.

Berkowitz and Donnerstein (1982) explore the critique on laboratory experiments that are not reflective of a natural setting, which is taken up by Shapiro (above) as a parameter for generalizability. Although my research does not involve experiments of any kind it is possible to draw parallels between experiments set in a constructed environment and the interview situation where the respondent is not in his or her natural milieu. Berkowitz and Donnerstein (1982) argue that an experiment does not need to reflect the natural setting in order to be applicable. Therefore it would be possible to redo my research in a different setting, enhancing the generalizability of the study. Thus the result can be used to predict the outcome of similar research in a different setting, as interpreted by Shapiro.

It is important to point out, however, that the respondents used for the research of this thesis are individuals and products of their time and surroundings. Although measures have been taken in order for the respondents to be as representative as possible it is important to be aware that using a qualitative method does bring difficulties for generalizability. Moreover, according to Alvesson and Sköldbberg (2008) some research and theories are sensitive to the passing of time. What is true and relevant at this moment does not have to be, and probably will not be so in the future. This is something that disturbs the potential of generalizability for this research as the coming generations will most likely be more and more used to product placement. However, I believe that the method does show the attitudes of this specific group of people clearly and that this research can be transferable to others, though with the above reservations in mind.

4.8.3 Improvements and difficulties

After the interviews were done there are some improvements that could have been made. Firstly, the fact that the respondents did not give product placement much thought in their daily lives, some claimed that they had never discussed this with anybody else before could, indicated that there probably was an opportunity to clarify the subject before the interviews. This could have been done in different ways. One would be to show clips from films or television shows that involve product placement in some way. However, this could lead to the respondents’ answers being coloured from what they have seen, from the examples, and not make them think for themselves. Another improvement that could have been done throughout the first couple of interviews is not to have rushed through the questions. This, however, is something that I believe has something to do with the lack of practice in interviewing. Also, the nerves that the interview situations cause are most likely natural, a human factor that will have to be considered in all quantitative research.

One of the negative aspects of interviewing is the restricted amount of respondents that can be used. When using a quantitative method it is possible to gather information from a great number of individuals. The fact that there is a restriction in information gathering is

something that is a distinctive issue with qualitative methods in general, as taken up by Jacobsen (2002).

The production and testing of an interview guide is not only time consuming but also one of the most important parts of the research. This needs to carry the entire research. If a mistake is made at this stage, it can jeopardize the rest of the study. This can pose as an issue if some of the questions are not found useful once the gathering of information has started. Furthermore, the fact that the material that is analyzed is not directly taken from the source (respondent) but firstly transcribed and interpreted could pose as a problem as what is meant by the respondent may not be understood at the time of analyzing by the researcher. Furthermore, the respondent and interviewer may have different frames of reference and therefore wrong answers could be given.

5. Analysis and result

The three research questions highlights different aspects of the issue with product placement that this thesis is trying to explore. Not only will we find out, through the answers given in the interviews, if the respondents notice instances where product placement is used, and what they think of this, but also what their attitudes towards product placement in general is, as a concept that can rival traditional advertising. We will also find what they think of it when concretised in the form of their own media consumption and the effects that follow.

5.1 Background

As previously mentioned, the interviews involved questions concerning the respondents' opinions on both consumption and advertising. Furthermore, it gave the forthcoming answers context. Before analysing what was said in regard to the research questions, I will present a brief analysis of their consumption and advertising views, giving background information and opinions on which the respondents' attitudes stem from.

5.1.1 Consumption

Attitude and behaviour are two different things. You can believe one thing but do another, sometimes something that is directly opposite. This study is neither about the consumption patterns of young Swedes or the effect product placement has on them, but if one is to fully understand their attitudes to product placement it can be helpful to know about their views on consumption as a whole. Furthermore, considering the bulk of films and television series that are consumed by the respondents are from USA, where American society is depicted, it would not be surprising if their views would match what they see on television.

One of the main factors when deciding over what to consume is the price of the item. As I have interviewed young people, between the ages 18 and 29, five of them being students, this does not come as a surprise. Moreover, the economic climate can play a contributing role for this stance.

And yes, it depends on my budget. (Respondent C)

Quality is another criteria that need to be met when consuming. The respondents are looking for quality instead of quantity, even if they are looking at the price tag when consuming. A number of reasons can be found for this, the first is feeling of accomplishment, a pillar of consumption outlined by Foxall (1993). A coveted product that is bought makes the consumer feel special, accomplished.

I think about quality and stuff... some brands are more important, I mean if I like a brand I prefer buying something from them. (Respondent D)

The respondents see it as important to make informed choices on what they are to consume. The research of the product becomes part of the consumption experience and it is often the case that the respondents know exactly what they want when they enter the store. Being

knowledgeable about the product and taking pride in this knowledge are both important aspects of the consumption experience. Katona (1967) claims that the way a person is, what personality traits he or she possesses are also important aspects when it comes to reasons why and how people consume. Here, one could also include characteristics that are results from previous experience.

I do research quite thoroughly before I buy something. Check it out, you know... that it is the best or the most price worthy on the market. (Respondent G)

Buying the best possible item in the chosen price range is a way to make the most of the money that is spent. This can have its roots in previous experience, where a purchase may have been made that did not end up being satisfactory. The learning from previous experience when it comes to consuming is also something the respondents' highlight, and that can be connected to the experienced research before a new purchase. They try to keep wrongly bought products and feelings of regret after a purchase is made at the minimum possible level.

5.1.2 Advertising

Tan and Chia (2007) claim that the negative attitudes to advertising come from negative feelings to one advertising form in particular, television advertising. The feeling that it is annoying and disruptive may be contributing factors to the negativity that is directed towards it. The attributes of television advertising are the exact same things that could be its downfall. The respondents discuss the issue with advertising extensively and it was found, first and foremost, that it is a subject that brings out passions.

There seems to be no credibility issue when advertising is concerned. The respondents do seem to understand what the point of print and TV advertising is. Respondents believed that print advertising might have more credibility, an idea that is presented by Durand et al (1979). The bigger issue for these respondents, however, seems to be the way in which the ads are entertaining or not and more or less informative. Also how the two differ when it comes to which of the kinds of advertising give more leeway when choosing when and if the respondents would like to see them or not is something that is discussed. This is also a criterion for whether they like one kind of advertising more than the other.

... ads on TV are super annoying. But advertising out on the street or in magazines, they are more... I think they are better because you choose if you want to read them. (...) I think what you choose is better. (Respondent E)

The respondents do understand, however, that advertising and commercials are so deeply engrained in society that it would not be possible to remove them from our lives completely. This is what Pollay (1986) believes to be the case as well, as culture is now built up on the characteristics and content of advertisements, rather than fundamental traditions. What can also be weeded out from this is that it is possible that, regardless how annoying advertising is, there is no desire for it to go away, rather to be able to choose when and when not to take part in it.

There is advertising everywhere, and I don't really think that we would be able to live without it now. It is such a big part of our lives. (Respondent B)

As seen above the respondent thinks that advertising has become such a big part in our lives that it is now too late to do anything about it. There seems to be an acceptance of this, and even if the opinions are not always positive, the understanding of our current situation is widespread. What is more, there seems to be a gratitude that Sweden has not reached to the same level as other countries, namely USA when it comes to the spread and saturation of advertisements.

I think it's all advertising, advertising and advertising in America. I mean the whole country is built upon advertising, but I don't think that it is as extreme in Sweden. They have huge billboards, like in Times Square and stuff. We don't have that here... anything that big.
(Respondent B)

5.2 Questions answered

With some background information on what the respondents think of consumption and of advertising it is now easier to understand what is being said regarding the research questions. The analysis is divided up into subgroups under each question for clarity and reading purposes, however, many of them overlap.

5.2.1 When consuming media does the target group notice product placement?

When the purpose to answer the above question arises it is not adequate to just give a “yes” or “no” as a reply. The inadequacy rises from the lack of information that such answers offer. What is interesting in this instance is to what extent the product placement is noticed and what meaning this can have for the consumer of the film or series in question. Product placement is noticed in many different ways, and thus extracts different attitudes, depending on how and why product placement is used in that particular instance.

When I say product placement...

The respondents were not all clear on what product placement actually is, and it was therefore important for the study to know what the respondents thought it was, without me giving them any additional information for them to base their answer on. Even if the respondents are surrounded by it on a daily basis, one cannot take for granted any background knowledge that the respondents may, or may not, be privy to. Furthermore, it is also interesting for the sake of this research to find out what the respondents believe constitutes product placement, as it is this basal information on which the rest of the answers are based on.

As mentioned, it is not obvious that people know, or are able to describe things or concepts even if they are surrounded by them daily. Product placement is no exception. Respondents did not know what was meant by product placement when asked the questions directly.

I don't know what it is... (Respondent B)

In these cases the respondents needed to be given examples, to help them connect to the concept. However, once this was done, the respondents had no problems with answering the question. The need to give an example shows that, although the respondents were not initially able to give me an answer, they knew what product placement was. Furthermore, it shows that

there is a difficulty to process abstract ideas when it is about something that is not a subject of much thought or reflection. Respondents were also quick to connect product placement with advertising, which, although not entirely accurate to what product placement is, shows initial thinking that marketing, product placement and advertising are closely related.

... what is it actually? Well, I probably think about advertising and stuff. (Respondent C)

The respondents who were able to answer, who had ideas regarding product placement, without the need for me to give an example gave broad replies though knew what it was. They had a basic understanding for how it worked and in what places it could be found. Moreover they related it with celebrities, films and television, which does complement the ideas presented by McCracken (1989) on the need to have something relatable in order to understand the information. The idea that product placement was closely linked to brands, advertisements and individuals show that the respondents need other things on which they can attach the idea of 'product placement'. Thus, even if they know what is meant by product placement in the presence of other, maybe more familiar concepts, the idea of product placement as a removed notion seems to be harder to grasp for the respondents.

It is a product that maybe a celebrity is holding, like in a film, or a TV show. And it's like, wow, he has that phone, it's pretty cool. (Respondent D)

Even if the respondents were not completely sure what product placement was, once it was made clear (with or without examples) there was no problem sharing examples and anecdotes on the subject. Product placement was found to be a topic that interested the respondents, even though it was mentioned a number of times that it was not something that you normally discuss, or think about.

"But if it's like woohoo, a shoe with a Nike logo..." (Respondent C)

The placing of the product on the screen, in the scene and its importance to the storyline are all factors that play a role in how obvious it seems that a product is placed for the sake of marketing. Are the characters holding it? Talking about it? Does it matter that the product is of that specific brand, or could it have been any other brand? These questions do all arise when looking at how the respondents notice the product. By noticing the shoe with the Nike logo, the respondent must have a connection with the brand, or values that are connected to it. Bullen (2009) and De Chernatony (2006) both bring this up as products and brands used as a tool of identification. Not only the identification of oneself, but of the characters in the story. Homer's (2009) theory on the importance of placement of the product is also something that is relevant here due to the prominence of the brand.

When asked for examples of product placement in order to see if the respondents remembered specific instances where a product was prominently placed, and thus noticed, answers connected to specific films or television series were given. Again, it was related to specifics.

... like in Gossip Girl, they have those Vitamin Wells, those new drinks, for example, they were drinking them the whole time, a big product placement. Why were they drinking those? (Respondent D)

Here the respondent shares that these specific drinks did not have meaning for the storyline, as she could not discern why they were drinking them in the first place. The fact that the

drinks were out of context and also repeatedly shown made them that more obvious and therefore seen as ‘a big product placement’. There is also no information value or entertainment value. The attitude towards the drinks in the television show was of confusion. The disconnection between the story and the visibility of the brand produced a negative feeling, as Russell (2002) has predicted.

The confusion as to why the brand name was so visible can be compared to Tan and Chia’s (2007) ideas regarding entertainment value versus information value in television and print advertising. It is possible that, depending on the value that the product placement has, the respondents views differ. There is no information that Respondent D deducted from the situation and the entertainment value of the specific brand was also not recognised in this instance. Another example of this comes from Respondent E. He tells of an example where his eyes were immediately drawn to the logo of a Nikon camera. The logo, being yellow, stood out quite prominently.

... you were drawn to it you know. Both I and the guy I was watching it with said wow, they have really highlighted the fact that it is a Nikon. (Respondent E)

When asked about if the fact that the storyline required the camera to be Nikon, the respondent could not find any plausible reason for this, i.e. no information or entertainment value. The product was not there as a camera, but as a Nikon, and together with its yellow logo it became prominent and something that the respondent remembered. These examples show that if there is a discrepancy between the storyline and the product used, the viewer will notice and remember it, which Russell (2002) has outlined in her theories. However, it is mentioned that the remembrance of a product does not have anything to do with the visual appearance of it, although this is not what is found here.

What does it matter for the film if they zoom in when he is texting from a specific phone? (...) because it feels so damn irrelevant when you are watching a film or a music video. (Respondent C)

Here the product is seen as irrelevant, with no part in moving the story along. A reason for this attitude in this instance can be directly connected with what Homer (2009) says on the dependency on context for the attitude towards the product. The respondent is not necessarily questioning the use of a branded product, rather is questioning the way in which the product does not have anything to do with the scene, or story as a whole.

**“One thinks it doesn’t affect you, but it might get sucked up by the brain.”
(Respondent H)**

The issue with non-conscious consumption taken up by Jenkins (2006) and Chartrand and Fitzsimons (2010) does not seem to play an important role for the respondents. The fact that we are able to consume without thinking, or knowing about it, is not something that is extensively discussed by the respondents. One of the reasons for this could be self-denial. Respondents do not believe that they are part of the “general public”, that what happens to the faceless mass does not apply to them and there neither seems to be a wish to take part in it. This correlates to what is said on the idea of the ‘generalized’ and ‘personalized’ attitudes, by Reid and Soley (1982). However, Respondent E is aware that it happens to “others” but does not believe to be part of this group.

... I think that they trick it [product placement] into people's sub-conscious... but at the same time I don't really think it matters... it might for the general public but I don't think it affects me that much... (Respondent H)

The idea that the 'sub-conscious' is affected by product placement, but that it does not really matter, as the result of this is not something important can be connected with the theories on automated behaviour and thoughts (automaticity) (Bargh & Chartrand 1999). If the affect of product placement is solely on the sub-conscious it would not be possible for the respondent to be aware of this, as Lewicki, Hill & Czyzewska (1992) points out. Thus, the idea that the sub-conscious is affected is a guess from the respondent's part and means that, since he is already thinking about it, his conscious is affected by it as well.

There are respondents who, although do not see themselves as part of the masses, realise that product placement affects them, though not whilst seeing it on screen. The underlying memory of seeing a product though not knowing where from tells that there is conscious consumption of the brand taking place.

I don't think that you start to think about a specific placement right after you leave the cinema, but it probably affects you in some way. (Respondent E)

The point of product placement, according to Respondent E, is not to actively notice it, but let it sink into the sub-conscious. There it will be more effective as you are not expecting it like you are expecting a commercial. However, the viewers make a non-conscious decision to remember the brand, like Chartrand and Fitzimons (2010) outline in their theories, there is no need for the viewer to be conscious of the decision-making. This is something that seems to be accepted by the respondents, as they do not view this as an issue, but something that is necessary for the product placement. The critical analysis by Jenkins (2006), on the way in which brands stealthily saturates shows on television is not reciprocated by the respondents.

... you are not meant to notice product placement in the same way as commercial breaks. Product placement should just be there. I think you get more affected by product placement if you are fed with it long enough. (Respondent E)

The automated thoughts and decisions (Bargh & Chartrand 1999) have been influenced by external factors in order to change our perceptions. The 'feeding' of product placement as commented by Respondent E, may change their perception of not only the product but of the external world and thus fulfilling its point, by not being noticeable but still presumed noticeable to the sub-conscious.

5.2.2 What do they think of product placement as a marketing tool, in general?

It is important to find what the respondents think about product placement as a form of marketing tool that can be comparable to advertising. This due to the fact that society seems to have come to a point of no return in regards to the way in which product placement is incorporated in the daily consumption of entertainment.

"The characters should wear expensive clothes because they act the way they act, (...) rich people..." (Respondent B)

The respondents feel that there needs to be a correlation between the storyline and the product that is placed. It needs to be matching to what is happening on the screen, embedded in the story in such a way that it is part of it more than a product from the outside. When a product is placed where it does feel natural, the product may enhance the story. This view consolidates the notion that product placement is not only a tool for promotion. Bullen (2009) and De Chernatony (2006) point out brands can be used as a tool for identification and thus an enhancer of reality. Respondent B makes that point when taking up the need for certain characters to use particular products as this falls in line with what is expected of them.

I don't see it as a way to push for a product, it's just... often it just makes the film better. (Respondent A)

As DeLorme and Reid (1999) noticed in their study, and as is noticed in this research, is that the brands become part of the film or series in a natural way that “just makes the film better.” This is also discussed by Respondent B, who claims that:

As long as it is part of the storyline [product placement is okay]. (Respondent B)

Any product is acceptable, even the ones that can be seen as somewhat ethically charged. That shows what power a well-placed product can have. When it comes to series, there seems to be a more lenient approach, both from the production side and from the viewer's. The issue of whether or not a plot is changed due to the products that are used is not negative, as it is easier to change the story line in a series.

Well, I think that it happens more in series, because... they are a bit more free (...). It is more rolling, like we have an opportunity with these drinks, of course we are going to take it and get lots of money... and then they change a line. (Respondent D)

This is an interesting observation as it shows that there is an acceptability, or understanding for product placement that coheres with the storyline in a series. Again, it matches with what DeLorme and Reid (1999) say about the increase of acceptance of a brand as long as it falls naturally into the rhythm of the story and the characters. This is supported by Sung, de Gregorio and Jung's (2009) theory on the possibility of products enhancing the realism of the story. That said, there is not a belief that this happens a lot and that the story is not changed according to what products are used on a regular basis.

No, I don't think so. (Respondent D)

The respondent does not think that the placement of products is an important enough part of the film for it to change the film or television show. DeLorme and Reid's (1999) theory on brand acceptance in film is therefore shown to be the case in this instance. The enhancement of reality for the viewer, however, is seen as an important enough reason to accept product placement.

“Well... good for them (that they are making money).” (Respondent A)

Opinions differ widely when it comes to big corporations' influence on the public. There are those, however, who think that there is nothing wrong with the companies making money from product placement, that it is possible it is good even. Additionally, it is seen as a business venture like any other.

Yes of course. I think any way of making money is good. (Respondent E)

The respondents do not see it as such as they don't believe that it has anything to do with them. They continually make it clear that as long as it doesn't affect them, it is fine. They separate themselves from the masses, seeing themselves as outsiders that do not have a say in the business of others, as it does not affect them. This generalized attitude (Reid & Soley, 1982) shows that if they themselves would have been directly financially affected by the product placement their attitude towards it may be different.

I don't think about it, I am quite indifferent towards it. Like, I don't really care. (...) As long as it doesn't concern me I don't care to be honest. They are paying for it, so it is their [[the companies']] choice. Well then they can do it, as long as it doesn't affect others that they are doing it. (Respondent C)

However, the respondents do not take into consideration that consuming something does not necessarily have to include going to a store and purchase said item. The consumption of brands or products can happen non-consciously, as presented by Bargh and Chartrand (1999) and Jenkins (2006) and therefore is not have to be noticed by the viewer.

Therefore, even though they do not see themselves having anything to do with the financial profits generated by product placement, they are in reality giving themselves too little credit, both as viewers of film and series and as consumers. It is also mentioned, however, that even if the result of product placement will be the viewer becoming aware of the brand or product for purchase, the person still has the last say and therefore decides over what or what not to purchase. According to Foxall (1993) the consumption needs to fit into one of the four consumption pillars and therefore fills a need that is not connected to the product placement. The consumption is done through partially through a need.

“I would find it irritating if it increased even more.” (Respondent G)

The perceived increase of product placement in later years is an aspect that is taken up by the respondents.

Before it was... before they did not use product placement that much, at least not thirty years ago, or something. But you do notice that it has had a great impact (...) but I don't think there is a difference between watching a film or walk around town and see people wearing different brands or driving different cars. (Respondent I)

There seems to be no issue, even when they do notice that there is an increase as there is a belief that fiction should mirror reality, and the reality that we are living in today is filled with brand names and products around us. It would be almost counterproductive for the credibility of the film or series according to respondents. Moreover, there are also respondents who, other than seeing the increase as a natural reflection of our society, see it as a natural progression from traditional advertising as there has been an increase in the amount of different brands that all fight to be seen. This is something that Bullen (2009) takes up, together with her theories about identification. When a product is shown on screen it enhances the realism of the film and what Respondent I is implying is that people are so used to being surrounded by ads and brands that they do not think much of it when it is shown in a film or television series. The increase of brands out in society correlates to the increase of brands in

fiction. The idea that our society is now made up of advertisements, brought up by Pollay (1986), can now also be used when discussing the construction of a society in fiction.

When comparing product placement to advertising, the respondents do not see a big difference between the purposes of the two. Rather, product placement is an extension of traditional advertising, a new way to promote products. Now that there are numerous channels that can be used for the consumption of films and television without having to experience advertising breaks, a natural progression is to incorporate it in the desired media. This is not an issue that seems controversial to the respondents. Wills and Ryans (1982) stated that it matters in which channel the advert is shown for the attitude towards it.

It can be... like a... an answer to... that traditional advertising is not as effective (...) So be it. They have to finance it somehow... So... but one is still critical... (Respondent F)

Furthermore, there is an understanding that the competition between the brands is harder now than what it has traditionally been. This attitude could be credited to the fact that young people today are aware of the economic climate we currently find ourselves in and understand that businesses do what they need to in order to thrive.

...the competition is tougher now so you have to take every chance you get to show off your brand, because if you don't you won't be seen. (Respondent J)

Nonetheless, there are those who are fine with it, that there will be a point where the product placement will have to recede as it cannot go on forever. Until that point has come, however, there is an acceptance that product placement is something that we will have to coexist with for the coming years and also a tool that enables television shows to be made in the first place.

You realise that you can't have completely free television shows without it, so it doesn't really matter to me. (Respondent H)

"As long as it is part of the storyline" (Respondent B)

We have now seen the different opinions on what the respondents think about product placement as part of the storyline and what they think of the profits that are made. When asked about what products should not be allowed to be placed in a film or series there is a mixture of answers that do not correlate with their previous answers. When asked about ethically dubious products what they have claimed to believe before did not seem to be remembered. The question if there is anything that should not be allowed to be used as product placement was included in this study as previous studies have taken up this issue as it is interesting to see if, although respondents claim that they are quite open and liberal about the issue of product placement in general, if they believe there are things that have no place in entertainment.

As predicted, or as found by other studies, there are respondents who believe that there are a number of products that should not be shown in favourable light in entertainment to the same extent as other, 'harmless' products, or even shown at all. This is something that goes against Sung, de Gregorio and Jung's (2009) idea that young people are more likely to be acceptant of the product placement of ethically questionable objects.

They shouldn't be allowed to place tobacco and alcohol and stuff that actually is bad for your health. (Respondent C)

However, respondents do have issues with what should be allowed to be product placed when it comes to things that are relatively common and seen as normal, such as alcohol. Although the issue is not to enhance the believability or perceived reality of the film, a reason why young people are accepting of product placement given by DeLorme and Reid (1999), it is rather that a film does not have the power to change people's behaviour. It is, although, clear that the respondent does have contradicting feelings about this too and thinks rather about what the products stand for and what their abuse is capable of doing.

People drink anyway, so it doesn't really matter. It doesn't matter if... or it does, maybe you shouldn't. There is nothing else that I can think of that you shouldn't product place. No... maybe not medication. Maybe medication and alcohol aren't very appropriate. (Respondent H)

What can be seen here is the struggle to compare what is fact and what is fiction, the things and behaviour that is accepted in society should not necessarily be accepted in the representation of life, that is film and television series. It seems that the representation of real life or entertainment, how realistic it may be, should still adhere to rules and righteous behaviour that real people do not always follow themselves. Drugs and medication is a recurrent theme when mentioning specific items that are not acceptable objects for product placement. Respondent I agrees with Respondent D to an extent, however there seems to be no aversion to the product placement of cigarettes, though there is an understanding that other people might feel cigarettes have no place in film or series. As for medication:

... medication should preferably not be ordained depending on... depending on what people believe they need you know. I don't think it should be marketed at all, some medication at least... (Respondent I)

The use of specific medication should thus not be shown in film or television shows as they are not

As for the product placement that can be seen in films and series that has a younger audience, there are strong opinions on what should not be product placed. The respondents are worried about the younger generation and children as they are growing up in a society that both has a liberal view on marketing, but also that it is possible that they do not have the tools to critically analyse at such a young age.

Ehm... tobacco and stuff like that can be a bit unnecessary. Then you maybe shouldn't place alcohol if you want to be completely... it depends on what kind of film it is. (...) If it directs itself to a younger audience you probably shouldn't... (Respondent F)

The respondents, thus, go against what has been said by DeLorme and Reid (1999) on how younger people are more accepting of product placement. It is possible that the respondents are more accepting compared to older respondents, though the answers given show a negative attitude towards product placement of questionable nature.

5.2.3 What are their attitudes toward the usage of product placement in their media consumption?

The empirical data collected that can be used in order to answer the last research question lends itself to a variety of answers and perspectives. The assortment of answers to the distinct questions in which attitudes and relevant thoughts could be found differs greatly, depending on respondent and also on interview situation. However, it was clear that there is no universal attitude towards product placement. It depended on what context the product is found in and to which extent it is noticeable. One aspect that, though not entirely surprising, stood out was the correlation between the relationship the respondent has to a certain brand or product and his or her attitude towards said product's visibility or role in a film or series. Furthermore, it was found that not only is it seen as the products are there to be sold, but also that they are used in the creation of a context inside the realm of the storyline; a creation of a real society.

"It's uncool to use PC computers" (Respondent J)

What the media projects to us, becomes what is seen as the norm and the people in it, the ideal. This ideal, whether it is lifestyle or looks, is an issue that is noticed by the respondents. Not only does the media and its contents create a vision of what should be, or who one should be in order to fulfil the ideal that is set forth. It also creates a platform for products to be seen in an environment where they look the most desirable and integral to the happiness of the characters. The product placement takes a backseat role, albeit a valuable one, when placed in a scene, as it shows what the life of the characters are like, their surroundings and wants. The products, the tangible objects that can be found in a shop become representatives of what is being seen on the screen.

Not only are the products sold, as their own entity, what is sold is the context in which they are found. It is not just the actual physical object that sparks desires, but the scene in which it is placed, the world in which the characters interact becomes one with the product. Whatever one thinks and desires of the lifestyle that is presented, is represented by the product that is shown, that can be bought for a lesser amount than what a lifestyle can be purchased for. This is taken up by McCracken (1989) who sees brands as a way for people to change who they are at any given time. Products are used as identification (Bullen 2009) and thus they have the power to change the perception of the people using it.

But then they show that this person has this lifestyle buys this product, I think. Well, he is like this and then you should also buy that... (Respondent D)

Russell and Stern (2006) take this up in their theories on the correlation between the attitude to a specific product and how it is presented in the story. They say that if a character likes the product there is a big chance that the viewer will like the it too. Therefore the reality the product is placed in shows it from its best angle, and therefore is able to sell this reality in which the product is found. What the film and series makers are doing, according to Respondent D is to attract the viewer to buy the product that they are displaying in order to acquire the lifestyle of a specific character. It is part of the marketing for the brand.

Not so critical opinions also voiced that product placement can in fact inspire and therefore help in stressful situations. Using brand names or products can, according to one respondent, make decision-making easier and quicker. Bargh and Chartrand's (1999) idea of perception

being the base for our prejudices and stereotypes can speed up the decision making process and thus solve problems faster.

Especially if they use a restaurant chain to have a big party at (...). You maybe think that you might want the same vibe in your party... then the chances might be big that you will get the same vibe if you use the same type of restaurant... that other people might have the same opinion on... (Respondent I)

This is something that Respondent I tied in with the thoughts on advertising and the introduction of brand names that one does not necessarily have a lot of knowledge about. Not many value of the products being displayed, as both product placement and advertising often get a bad reputation due to the fact that not many appreciate the way in which these products inform us and help us decide. However, it is not possible to turn away from the fact that, although the aforementioned can help or save time, the economic gain for the company (in this example a restaurant) is apparent.

One of the main findings when it comes to the product placement resulting in the creation of society is the notion that everybody has a specific item or product. In this case, the respondents seemed very aware that Apple was the computer of choice for many of the characters in films and television shows. It has come to a point where:

I began to laugh and was like, finally someone that does not have Apple, they had HP. So I was like finally someone that does not have Apple! (...) finally something new, everybody uses Apple and you get tired of it in the end, you get that they like Apple you know, but you don't have to show it in my face. (Respondent B)

The frequent appearance of Apple products is something that is, not only noticed, but where the absence of such products is noticed even more.

In every damn film and series you see, they all sit with their Apples and iPads and iPhones. You do think about it a lot. (Respondent J)

Apple, particularly, is a brand that has come up during the interviews on numerous occasions, and is the brand that seems to be the most noticed. A reason for this is that Apple has a very prominent logotype, which is hard to miss. Furthermore, there seems to be a strong relationship with this brand shared by a lot of people. Respondent B felt strongly about the frequent appearance of Apple products. As Esch et al. (2006) points out, companies play on the consumers' emotion and through the creation of the human qualities given to products. However, even if it can be tedious to see the same computers and gadgets all the time, this has not always been the case. Respondent J remembers:

I have to say that we use Apple, or Mac as a brand and when #### bought his first iPhone when it was launched in America we also bought MacBooks, and then every time we saw one on television we were like, look, look he has a Mac! Because then it was... it wasn't as usual as it is now but I still feel like, as we started to look for it (Apple products), or we discovered it, that we still sit and look for it. (Respondent J)

This shows that Respondent J feels connected to the brand Apple and what it stands for, the qualities, them being human or not are appealing and thus the brand is so too. The awareness of this brand can be credited to the fact that Apple products can be seen as high-involvement

brands, and thus become important, as suggested by Laurent & Kapferer 1985; Radder & Huang 2006).

Respondents do not only notice that their view on reality and society has changed, but also their view of what is fun. This however, does not have so much to do with the products that are used, but stem from a desire to be part of the fun that they see on film or on television. One of the respondents say that changes in behaviour has happened due to what is seen on television. An example used is the wish to feel what the characters of the show *How I Met Your Mother* displays.

They usually sit and grab a beer, and I have noticed that I do that more often... but it's more that I like the feeling of it, that I get the same feeling myself, that here we are, a group of friends... (Respondent C)

Dittmar and Pepper (1994) argues that consumption is a way to fulfil a need, in the above case there is a desire to have Respondent C's life be like the one which is depicted on screen. The consumption of the scene is a way to build an identity when in real life Respondent C is trying to emulate what happens in the story. This underlying desire to be what you see on television or the belief that if you only had this product or that in order to experience what the characters are experiencing, is not something that will be discussed in this thesis, as it touches on psychological theories more deeply than the theories which have been discussed previously in this paper. Notwithstanding, there are many examples of this that came up during the interviews, where the respondent mention possible scenarios for how people reacts and interacts with product placement.

I think that many people, I think that they think like... The guy in Entourage, he usually drink this, I do too, or something like that... (Respondent E)

These behaviour patterns can be linked to the four pillars of consumption outlined by Foxall (1993), specifically to accomplishment, where the consumer feels a sense of accomplishment when consuming different products. In this situation, the accomplishment would be to follow through with the sense of identification the viewer has with a certain character. This desire to acquire the same feelings that they see on television can relate to the reality that is built up together with brands in the context of the storyline and that the characters become real individuals to the viewer and to which the viewer develop relationship to.

"He was a Saab-kind of guy." (Respondent F)

The interaction between characters and products are found to be, not only a useful tool to promote products, but also a way to separate people who believe in it and those who don't. Respondents show an adversity to admit, at times, that these celebrities and characters can in fact have an impact on themselves, but do not hesitate to elaborate on the impacts and effects they have on others. There are those who think it is cool that they have the same products that are used by a character, however, this does not seem to be the case with the respondents themselves.

I think it has a lot to do with this celebrity culture. A lot. If a big actor has something is become cool to have the same thing (...) if a big star has that phone, then a lot of people will probably want to buy it. (Respondent A)

It is not seen as something good or desirable to be the one to buy something because of celebrity or character. This attitude can be said to be another example of generalized attitude towards others (Reid & Soley 1982). There are however some contradictions, as the respondents do acknowledge that the relationship between themselves and the characters can change depending on what products are used.

I also think that if they use the same products as oneself then I think that you get a better relationship with the character, than if you don't know about the product. So I think that does make a difference (Respondent A)

It is possible that by seeing someone using the same product as yourself heightens your awareness of the product and therefore makes the use of said product in a film or series something positive. This is possibly the case of the noticed usage of Apple products in films and television series. People notice them more as they themselves use the same product. However, there are theories that present the feelings people have for products as something that is connected to the characteristics we give them. The feelings that we project onto them, give them qualities that we believe we ourselves have. Fourier (1998) argues that there is a need to project values and give objects human qualities in order for us to legitimise our feelings towards them. I believe that the same can be said for celebrities. Celebrities, who could be seen as products in this instance, are victims of what people project onto them, but also the characteristics the celebrities themselves, knowingly or unknowingly embody. The media can also give them these characteristics. Characteristics that do not necessarily correlate with reality, but are important, nonetheless so that people can relate to them.

Furthermore, a character in a film or series can be said to be a product, a combination of traits and personality that are used to move a story along and, when mixed with other characters, something that creates tension. The viewer then consumes this product, or character, in multiple ways. One respondent claims that although the films and series should not be about what the characters wear or have, some series and characters do become a platform for the showcasing of the different character's "outfits" or habits that can spark a feeling of need and desire from the viewer. These feelings stem from identifications that the viewer feels when seeing this character (Bullen 2009). There are also those who, after seeing something that they liked try to find the same product or something similar, however with varying success. Dittmar and Pepper's (1994) views on identity building can be applied to this, when identity building becomes a result of consumption.

It's like advertising. So you try to check, like google what they have been wearing, because you want to find, then you get that it is something expensive and shut down the page because I can't afford it any way. (Respondent B)

This shows that the characters, as a whole or partly, are consumed by the viewer, and are therefore acknowledged as a useful tool for the promotion of products. However, according to Respondent B not everybody reacts the same, it depends on whether or not one can afford the products desired and that it is an economic issue whether or not these desires are satisfied. This does not have to be the actual case as the respondent continues with saying that women are inspired by the way the characters clothe themselves, and in there implies that there will be some form of purchase depending on what the characters are wearing.

If you have money, you buy it. There are a lot of people who get inspired by Serena and Blair's (characters on television series Gossip Girl) clothes and stuff. It's just advertising,

there is like a stylist who has put the outfits together and are advertising the big... well, brands. (Respondent B)

The issue of identification taken up by Bullen (2009) is a parameter that is discussed back and forth quite extensively. The respondents are not sure how to relate to the products' job as identifiers of the character and situation, or if it is possible to do the same without said products. However, they do acknowledge this tool and understand that it is important for the film or series to have characters that are liked or that viewers can relate to in order to become emotionally invested.

That is probably important, because they usually try to place themselves (the product manufacturer) into a certain group, if they can identify themselves with that group then you identify with the main character in a way, so that is probably important. (Respondent G)

The identification with a character is seen as important, and this does take away many negative feelings the viewer may harbour towards product placement. The products that these characters use become integral to how the character is seen and identified with. Additionally the respondents notice that the brand themselves have a desire to shine a favourable light on their product and have the product shown accordingly. They, the respondents who are of this opinion, do not see a reason why it comes to a surprise that this is the case, at it is only natural for products to be shown positively.

On the direct question on how a favourite character has an impact it seems that girls are more prone to act on such impulses and desires to consume like the characters in order to be like them. It must be said, however, that the respondents who state such things are male and that the answer results from a generalisation of female shopping habits. For a television show to be synonymous, in the eyes of the respondent, with specific habits or products, the product placement is taken to another level. In this situation the behaviour on screen is transferred to a stereotype. The way people think is tainted by products and the relationship to them.

A lot of girls do it. Shoes and stuff, I think. Like Sex and the City and that stuff. There I think there is a lot more. (Respondent F)

5.3 Conclusion

The respondents do have opinions regarding product placement, however, they do not view this as something to be concerned about. There is a notion that, as it is not felt that product placement affects them directly, it does not concern them. Furthermore, as it is not a subject that they discuss at any length it is not in the forefront of their consciousness. This could be another indication that they do not give this much thought and thus are not invested in it. That said it is clear that they are aware of product placement, but they see it as a natural practice that is needed in order to fund films and television shows.

Below are the research questions answered through the conclusions drawn from the analysis.

- **When consuming media, does the target group notice product placement?**

The respondents seem ambivalent about the idea of product placement. They are not sure what is meant by it, though they are aware of its existence and offer examples of it. There is a need for the respondents to relate to other forms of marketing, such as celebrity endorsement

and advertising in order for them to formulate their idea on what product placement is. They do notice it, however, they are not sure if it affects them. They believe that other people might have bigger issues with it, and thus become more sensitive towards the possible outcomes of the exposure to product placement. Having said this, the respondents do believe that product placement affects them on a sub-conscious level. This means, however, that they notice and are affected by product placement. There is also confusion on why the use of product placement seems to be removed from the story and the characters and this produce a sense of negativity towards these specific incidents.

- **What are their attitudes towards product placement as a marketing tool, in general?**

The respondents believe that product placement has the ability to enhance the story being told in the film or television show. Furthermore, they understand that there is a need for the production companies to make money and thus doing so through product placement is not seen as entirely negative. However, they seem less accepting of this when it comes to films doing so as they see it would be easier for television shows to seize the opportunity if a good deal presented itself. That said, they do not believe that product placement affects the content of the film at any great length, as the product companies could not be given that amount of power. When discussing the increase of product placement over the years, they believe that it is natural as there has been an increase of known brands and products seen in society as a whole. The marketing of medication, cigarettes and alcohol was an issue that turned out to be complicated. The respondents felt that even if people in real life use medicine, drink alcohol and smoke this behaviour should not be shown in films and television shows where branded goods can be seen. This notion was especially strong when it came to entertainment directed at a younger audience.

- **What are their attitudes towards the usage of product placement in, specifically, their media consumption?**

Product placement in the respondent's own media consumption was seen as something that creates a need within the viewer. It creates desires to emulate what is seen on the screen, though most of these feelings are believed that others have, and not the respondents themselves. They feel that product placement helps create a vision of society. Not necessarily how it truly is, but an ideal society, or a stereotypical one. Thus, owning a product that is seen on the screen result in feelings of achievement and accomplishment. There is a strong notion that feelings of identification arise when seeing products that are used, both the identification of the character, but also a sense of feeling connected with the character and, in turn, with the story as a whole. Furthermore, the way in which the products are used, or situations are presented in the film or television show can pose as a solution to a problem in 'real life' for the viewer.

There seems to be very little thought on these questions and issues that are a result of product placement or how it works when it comes to the interviews. The respondents were not very clear on what they thought about these topics, not only unclear on how to formulate answers, but unclear on where they stood in relation to the subjects discussed. A question that was posed multiple times throughout the different interviews was why I had not sent out the questions in advance in order for them to prepare. This, I believe, tells that this subject is not something that they actively think about.

6. Final discussion

In the last section of the thesis I want to take some time to go through the research objective and see if it was, in fact, fulfilled and also give some ideas and thoughts on improvements and future research that can be based on this. Furthermore, I will also comment on the contribution the thesis has brought to this field of study and what has been learnt through the making of this thesis.

6.1 Improvements

There are some improvements that can be done to this study, in order to elevate the both the analysis and result. What could have been done were separate analysis of each of the respondents' answers, and general attitudes. This way each of the respondents would have been given a larger role in the analysis and thus the presentation of the answers would have shown a different dimension than that of this study and similar studies to it. Another aspect of the research that could have been done differently is the presentation of the interview guide. As some of the respondents asked, the questions could have been sent out in advance in order for the respondents to prepare. As seen in this thesis, the lack of preparation opportunity for the respondents could be the reason why the results indicate a low level of interest in product placement.

6.2 Further research

As previously mentioned the subject of attitudes towards product placement is not fully studied and this is something that has been increasingly noticed as the research has progressed. The more that has been read on the subject, the clearer it is that subjects involving people and their attitudes are very multifaceted and thus ever changing.

What the future holds is not possible to foresee, and thus I think it would be interesting to execute similar research on a younger target group than on what has been done in this research. This is because it would be interesting to see what next generation thinks and feels about product placement. Furthermore, it could also be done with the aid of quantitative methods in order to find what a larger group of people think. It must be taken into consideration, however, that the usage of quantitative methods does not carry with them the same possibilities of getting to know the respondents on a deeper level, or the reasons why they think the way that they do.

Other research that could be interesting to execute, and thus give deeper understanding of product placement, are studies on the business that is product placement. A deeper understanding of what product placement is from a human perspective is interesting as it goes beneath the figures generated and the attitudes of other people, and uncovers how the industry views itself and its future. This could be done through in-depth interviewing and also through focus group discussions. As for the effect product placement has on people, this is research that would need to be as thorough as possible on multiple theoretical levels, as effects do not always manifest themselves consciously, as presented by Bargh and Chartrand (1999) and therefore this research might be more suitably done with a strong theoretical backbone in behavioural psychology.

6.3 Contribution

The fields in which this thesis contributes with information are attitude research, brand research and product placement research due to the conglomerated nature of the subject. Product placement and the studies around can be said to be a combination of marketing ideas and their research, which have grown and evolved together with the usage of new media.

The contribution of this thesis to the field of product placement research is narrow. However, it can be compared to studies made by, for example (De Lorme & Reid 1999), who found that young people are more positive to product placement. The respondents of this study, a representation of young people, show that they do not really care for product placement, since this is not something that they reflect actively on. Since the study was done in Sweden it does fill a gap in research, due to the fact that not many studies of this nature have been done, or, can be found online. If young people in Sweden are different than elsewhere is a subject matter for a different study, however, no studies with Swedish respondents have been found in my search and thus it seems that this thesis is the first of its kind.

6.4 What has been learnt?

The objective of this research was to *find out young people's attitudes towards product placement in film and television*. I believe that this objective has been fulfilled to the best of the abilities that can fit inside the frame of requirements that has been imposed on this thesis. That said, this subject is by no means exhausted of information and given the time and the resources it is possible that other results would be uncovered in a more extensive study. The research questions that have been answered through the analysis of the transcribed interviews have been presented through the selection of quotes believed to reflect the general consensus, but also the outliers of the target group. This has been done with the use of theories on the subject as a backbone and thus the conclusions are drawn with the theories as a basis. The results have been presented through the answering of the three research questions.

Something that is a pervading trend in the interviews, a need for the questions to be operationalised, where specific examples are given. In these cases, the respondents did not understand from the questions alone what answers they were to give, or they simply needed examples for them to build their answers upon. An issue that arises as a result of this is that the validity of the answers can be questioned. If the respondents are steered into a particular direction before they are to answer, it is hard to know whether their answers are theirs, or answers that they believe are appropriate for the question.

So, in conclusion what can be said about young Swedes' attitudes towards product placement? First and foremost young Swedes are aware of product placement, but do not find it to be as big of an issue that it is made out to be in the ongoing discussions and research. Furthermore, it is also important to point out that it is not a subject that they think about actively and it can therefore be seen as something that has moulded itself into society gradually. That being said, the respondents feel like there is no room for an increase of product placement, as there seems to be enough as it is. They also think that product placement is a more comfortable marketing tool compared to traditional advertising, as there is no need for the recipient to be disturbed in his or her media consumption. They also do not see themselves as part of the masses, who are extensively affected by product placement but understand that product placement must give some effect by default. This can be seen as a

natural point of view as the respondents base their assumptions and attitudes on themselves as individuals. This can make it hard to include oneself in the masses.

7. Appendix

Appendix A : The Interview Guide

- How old are you?
- What is your occupation?
- How often do you watch films and/or television series?

Consumption

- Could you please tell me about your consumption habits?
- What do you think about when you consume? Do you have any specific criteria? What are they?
- How do you think your consumption affects others? Both close to you and globally?
- How do you think you are as a consumer?
- What do you think that your consumption is able to tell who you are? Is it possible to tell?
- Do you identify yourself with any products? How?
- In what way do you get inspired by others (friends/parents) when you consume? Do you see a pattern?
- How do you think we consume differently in Sweden in comparison to other countries? Why do you think this is?
- What do you think a typical Swede thinks about consumption?
- Do you have any favourite brands/products that you rather buy? Why them?

Advertisement

- What function do advertisements fill in society?
- Tell me what you think of advertisements and why.
- What do you think others think about advertisements? Do you think it depends on age, or other variables?
- What differences are there between television and printed advertising?
- Do you have a favourite ad? Why?
- Do you analyse advertisements? Why?
- Have you ever bought something because you saw it in an ad? Did the product do what was promised?

Product placements

- If I say "product placement", what do you say?
- What is it?
- Can you give me any examples of product placement?
- What are your thoughts on product placements?
- What do you think the point of it is?
- Do you usually notice product placements? Do you bring attention to it?
- How do you think product placement works? Does it have an impact on you?
- How do you think others are affected by it? Do you think they are affected more? Is there a specific group in society that is affected more than others?
- Can you tell me about a product/products you notice more often than others? In which contexts do you find these in?
- Once you start to notice product placements, do you catch yourself noticing them more often? What do you think about this? Does it have an effect on you?
- In what way does the consumption of your favourite character/characters mirror your own consumption?
- What are your opinions on the fact that companies make money on product placement?
- In what ways can one compare advertisements and product placement?
- Can you describe the difference between Swedish films/television series and foreign films/television series when it comes to product placement?
- Do you think Swedes feel differently about product placement compared to other countries? Why?
- Is there something that should not be allowed to product place?
- How does the product placement affect the way you see the film/television series?
- How do you think product placement affects the way the characters act/ the script is written?
- How do you think product placement creates identification in films and television series?
- Have you noticed an increase of product placement in later years? What do you think about this?

Appendix B: The Grid

The image shows a large grid of handwritten notes on lined paper, organized into columns and rows. The text is dense and appears to be a detailed record or log. At the bottom of the page, there are large orange letters spelling "C O U A W L U T - 10".

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