

Developing the positive performance of satellite channels by improving product presentation processes in their television programmes

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Abstract

In the age of communications that we live in, many technological developments have taken place in the field of broadcasting, as in every field. With these developments, broadcast quality has increased and the number of TV channels has increased, with the digital method of programming in particular, the fact that the audience can watch the broadcast they want at any time has resulted in the ad generation going by without watching it, and as a result, reaching and keeping consumers more difficult. to the content of the message. In light of all these developments, brands have sought to convey their messages by reaching consumers through alternative channels other than traditional advertising channels in their media strategies (Chalaby, J. K. (2016)). As a result of these searches, applications that we call product placement, which can be defined as "the integration of branded products with communication media such as series, TV shows, music videos, video games, computer games, and especially movies", have become such the practices are "alternatives to traditional forms of marketing communications that are becoming more expensive and less efficient in reaching target audiences."

Keywords: product placement applications, television programmes.

Introduction

Television channels are always looking for information on how to avoid losses resulting from their inability to develop advertising product display operations. Television programs are being developed on satellite channels in order to advance them. Although this procedure is mostly rejected by the owners of satellite TV companies, the process of using the product. It is very welcomed by businessmen, as an additional source of their financial income, Television companies and producers.

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They want to get as much money as possible in order to avoid negative things in their work, some satellite channels lack a certain experience. Such an approach is ineffective Perspective enough to influence viewers who may feel rejected by satellite products because of their low standards. So the quality of the audiovisual work Placement is determined through mutual negotiation and settlement between the parties involved

The aim of this study is to determine the attitudes of viewers, especially university students, towards product placement practices in television programs, to determine whether these attitudes differ in terms of different product categories and different types of programs, and to establish a significant relationship between attitudes towards product placement. and demographic and socio-economic characteristics of consumers and frequency of television viewing to determine whether it is present. In the following parts of the study, the concept of product placement as an integrated marketing communication tool was explained, then the attitudes towards product placement in television programs were investigated on the analysis of the study of the pros and cons of television materials, collected. The data was analyzed in the light of the research hypotheses, explaining the results and making suggestions for the companies.

The purpose of the study

In this study; Determine the attitudes of university students towards product placement practices in television programmes, determine whether these attitudes differ in terms of different product categories and different types of programmes, and determine the attitudes towards product placement, and consumers. Demographic, socioeconomic and television viewing characteristics. The aim was to determine if there was a statistically significant relationship between frequency and

Methodology

The questionnaire technique was used as a data collection tool in the research. The questions in the research questionnaire were identified through an in-depth survey of relevant literature and previous studies in the world. The questionnaire consisted of 10 questions in total, and they were asked about their demographic characteristics, hours of television watching, their thoughts on traditional advertising, whether they had information about the concept of product placement, and on which TV shows they noticed product placement the most. In order to

measure the level of students' participation in the attitude statements about product placement, a question containing 9 statements was prepared using a 5-point Likert scale, which is one of the cut-off scales. Subsequently, a total of 11 product categories were introduced, including product categories called "ethically charged products" in foreign literature, which cause ethical discussions, and product categories generally considered undesirable. In this question, which was also ranked using a 5-point Likert scale, participants' level of acceptance of product category placement in television programs was measured. Finally, it was asked whether product placement practices are appropriate in terms of specific program types.

The answers in the questionnaires applied to the population sample were analyzed in SPSS version 15.0 (Statistical Package for the Social Sciences). Frequency and percentage distributions of the data are shown. When examining the difference between groups; 0.05 was used as the level of significance.

Pointed out that there is no difference. The Chi-square test was used to examine the dependencies between variables. The significance level was 0.05, and it was stated that there was a significant dependence between groups in the case of $p < 0.05$, and that there was no significant dependence between groups in the case of $p > 0.05$.

The sample number as 383 was obtained from the formula $n = (s^2 \cdot z^2) / k^2$ from a population of 147,861 using the simple random sample formula. Based on this number.

Only TV shows were included in the scope of this research, and other communication tools (such as movies, video and computer games, novels, theatrical works, songs, and music videos) in which the product placement application was used were excluded from the scope of the search.

Since this study was limited to groups of society, it would not be correct to generalize the results of the research to all consumers. However, reaching useful results on this topic is important in terms of examining consumer trends in a current issue and setting an example for future research.

1) Definition and tools of integrated marketing communications

The development of marketing has been influenced by economic, social, cultural and technological changes in the world in a historical process. Accelerated globalization since the eighties and the change that emerged in parallel with it began to appear in every aspect of daily life, especially developments in communication technologies were the main factors that led to change.

The product placements in student television programmes

This process also created its own dynamics in the social and political sphere. The changing conditions of the world demanded a renewal in marketing activities and brought with it the transition from marketing communication to integrated marketing communication.

The concept of integrated marketing communication is generally defined as a process in which all communication activities of an organization are coordinated. According to the Association of American Advertising Agencies definition, integrated marketing communications; It is a comprehensive plan that assesses the strategic roles of various communication disciplines such as advertising, public relations, sales promotion and direct marketing and combines these methods to provide clarity, consistency and maximum impact of communication (Carayannis, E. G., & Rakhmatullin, R. (2014). It is based on the logic that all elements of marketing communication should not be treated separately, but as integrated elements. and that the marketing communications mix consists of eight components: advertising, sales promotion, events and experiential marketing, public relations and advertising, direct marketing, interactive marketing, word of mouth, and personal selling. In addition, they state that the style, price, shape and packaging of the product, the behavior and clothing of the salesperson, and the decor of the store in which the product is offered for sale are in contact with the customer (Coad, A., Daunfeldt, S. O., Hölzl, W., Johansson, D., & Nightingale, P. (2014)). according to; While traditional advertising media includes advertising tools such as television, newspapers, magazines, and radio, alternative advertising media consists of place ads, point-of-purchase ads, and product placement.

Previous studies:

(Morton and Friedman (2002)) stated in their research that product placement is viewed as an important component of the integrated marketing communications mix by marketers. According to Morton and Friedman (2002), product placement, which has a significant impact on reminders, is an effective integrated marketing communication tool that can bring about changes in brand awareness and consumer behavior. because the consumer's knowledge that the producer of the product or service he sees on the screen is paying for the advertisement prevents him from believing the advertisement. However, the view prevails that the products in a movie or TV show are real. A product that is put into the program engulfs the audience in a series of successive events for a certain period of time and is

perceived by the audience as authentic and reliable in real life (Allocca, M. A., & Kessler, E. H. (2006).

2) The concept of product placement

Product placement is defined as a product driven letter that aim to impress the audiences by place a brand product in motion pictures or tv programs in a plan with unobtrusive manner (Gupta and Lord, 1998:47).

On the other hand, it defines product placement in cinema as the inclusion of brands in films in order to achieve goals and earn profits in line with marketing communications objectives .

Product positioning is also defined as the inclusion of branded audiovisual products and brand identifiers in communication environments at a certain price and identification of the product or brand in various ways such as films, television programs, video games, books, theatrical performances, songs and music videos. It is mentioned that it can be placed in channels.

Therefore, product placement is the commercial placement of a product, brand name, or company name in a motion picture or television program for promotional purposes.

putting the product into action, while using the product itself, in a tangible way when buying; They can be used verbally as visuals in the form of product billboard advertisements, a car carrying the product, a salesperson wearing a company uniform, or by using the product's brand name and company name in fonts at work (Yoo, C. S. (2002)).

3) Advantages and disadvantages of applying product placement

Product placement Increased product awareness provides more positive consumer attitudes towards the product, while increasing the rate of brand recall. The higher the positive attitudes toward a product, the higher the recall rate, attitude, and willingness to purchase. Retrieval rates are higher when well-known brands are placed in the films. Well-known trademarks that are integral to the film's character and occur in an appropriate scene contribute significantly to both the brand and the film (Schlesinger, P., & Doyle, G. (2015).). Product positioning provides companies with a cost advantage (Picard, R. 2014; Yargholi et al, 2020).Product placement is seen as a way to indirectly generate celebrity endorsement of an advertiser's products. For the audience, the use of a product used by a famous actor provides recognition for that player, while the assumed image of the brand in the process corresponds to an image that the audience does not have. For this reason, it is necessary to take

advantage of the power of emulational feeling that will lead the audience to consumption.

The fact that a product appears with an actor in a movie or is used by the actor himself can enhance the credibility of the placement message in the eyes of consumers by infusing the product with the characteristics of the movie characters (Matsusaka, J. G. (2001). Product placement reaches a wider audience than ads in other media. Another point that marketers aim to make on products is to present new products entering the market and to demonstrate to consumers the use of new products in practice ..

as well powerful features described above, (PPA) also have some shortcomings. Product placement lacks the opportunity to provide detailed information about the product. It is noted that the company lacks control over where to place its product or trademark and at what stage it will take place. (Jung, J., & Chan-Olmsted, S. (2005)) Especially movies with bad characters, violence and crime and these characters also use branded products. If the product is used by a figure who is perceived as negative, this can create a negative attitude towards the subjected product .Another problem encountered in product placement practice is facing strong consumer feedback. Consumers, tired of advertising messages being put into their eyes at every opportunity, may cause negative reactions when they encounter compelling messages from brands even in the movie they go to, the TV show they watch, the video game they play, and even in the novel they read. . The type of television program to be put on may also have effects on consumer reactions to the installation. Placing the product in the context of a general culture television program can attract consumer reactions. Product placement has weaknesses that arise from the lack of control of the marketer or brokerage firm in the branding process. these; It includes the inability to guarantee the release date or success of a particular film, the possibility of removing the trademark from the film, negative or unclear portrayal of the brand in the cinema environment, the difficulty of measuring effectiveness and the absence of audience selectivity in the cinema environment .

4) Product placement in TV programs

The boundaries of (PPA) are expander by the day. While (PPA) is most common in films and TV shows, the practice has extended to music video, song, video game, stage play, and novel over time (Esser, A. (2016)). In this study, placements of products in television programs will be examined.

One medium in which product placement is frequently used is in television programmes. As in everyday life, it is necessary to fill the chain of events with ordinary things in TV shows. And for this, studio

managers need a wide variety of products. This makes television an ideal environment for promoting and promoting the product (Tiwsakul and Hackley, 2009; Chahshouri et al, 2021). Advancements in broadcast television due to technological advancements have required traditional advertising generations to keep up with the times; One creative practice that filled this requirement was product placement. Among the TV shows where product placement is frequently used is; Situational comedy, series, competition programs, sports matches, and show programs.

The most widely used communication media for product placement are cinema and television. When comparing the two mediums, TV shows have some advantages over movies. First, while the protagonists of TV shows live in a similar period of time with the audience, so that the audience can communicate in terms of familiarity and identification; secondly, while consumers go to cinemas and watch a movie that requires a special resolution, because television has pervaded people's lifestyles; The number of viewers watching television is much higher than the number of viewers watching movies. As audiences watch programs they like, often for extended periods of time, they become deeply involved in the story and develop an intense and ongoing commitment to the program and its characters. In addition, different broadcasting options such as daytime, prime time, satellites and cables.

As of 1998, there has been a 35 percent increase in sales for the brand (????). Apart from soap operas, product placement practices are also encountered in other programs broadcast on television. A prime example of this is the Coca-Cola installations on "American Idol", Colgate-Palmolive provided a budget of fifty thousand dollars for each team whose task was to launch a new toothpaste from the Crest brand "which was broadcast in the USA, one of the three contestants who arrived won To the finalist, who found the gold coin hidden in one of the bowls filled with Lucky Charms brand cereal, a trip to Morocco. The studio of the quiz show , which is also broadcast in the USA, is decorated with the products of the sponsoring companies and these products are used in some parts of the program as well. In the example, the presenter drinks orange juice

Placement of products in TV shows in Europe has acquired a legal basis, and a new era has begun on screens from this date. It is no coincidence that the leading actors of the TV series talk about detergents or wander the streets, talking on the phone next to billboards. In this process, it is seen that the most used medium for product placement is serials. To give an example of product placements in a TV series: Kids Can't Hear was the ad space for Coca-Cola. Sometimes a documentary film requires that its events take place

in the seventies of the last century, so that a street is completely renovated, and characters often pass on this street throughout the period of the series, and behind them appear branded shops until the present day.

The actors pass by a billboard, which is the first of its kind. There are also conversations about detergents or cars, especially in the TV series. The actors eat and drink, the different items they use, the places they go, and so on. The fact that it is a very suitable infrastructure for placing the product in different areas not only makes the job of the advertiser easier but also provides the opportunity to reach more people.

Results

a) Demographics - Ideas about traditional advertising - Knowledge of product placement. It turns out that 45.34% of the participants are female and 54.57% are male. The TV viewing frequency of university students participating in the research was used to test whether their attitudes towards product placement differed in terms of TV viewing frequency. 184 of the respondents (46%) 1 hour and less, (21%) 2 hours and less, (18%) 3 hours and Six, (11%) watched TV for 4 hours or more, while (4%) did not answer this question.

It is thought important for the study to quantify the ratings of university students involved in research on traditional television advertising. 53.42% of the students participating in the research reported that they did not like watching advertisements on television at all, and 64.75% of them stated that they changed the channel when the advertisement started while watching television. Also, 41.33% of the students reported that while watching movies on TV, they would rather those brands share the scenes of the movie they are watching, rather than watching advertisements that interrupt the movie for a long time. These higher rates obtained in questions about traditional advertising can also be interpreted as an indication that viewers are now tired of traditional advertising.

71.82% of the students who participated in the survey stated that they have knowledge about product placement, and 34.93% of them stated that they have no knowledge about product placement. It is noted that the rates obtained in this study, which was conducted shortly after product placement practices were launched for free on TV shows in 2011, were high.

b) Frequency distributions of product placement

Distribution of job applications for products in TV shows University students participating in the survey were asked to identify three types

of programs out of 11, ranked in order of importance. In this way ; (31.22%) stated that they noticed more product placement practices in TV series, (17.66%) in competition programs, and (12.24%) in entertainment programs - talk shows.

Frequency distribution of the evaluations of university students participating in the research on product placement. In this section, the frequency distributions of some behavioral expressions in the questionnaire will be examined, which will be widely used in research and hypothesis tests. Doyle, G. (2018).

54.73% of students participating in the research want product placements not to be allowed on television, and 75.94% want product placement practices to be supervised by the government. However, 62.28% believe that branded products make TV shows more realistic.

It was expressed that the majority of students (32.83% completely agree, 29.03% strongly agree) agree with the statement that brands seen in television programs influence the subconscious of the audience.

59% of them stated that the brands shown in TV shows influence the subconscious of the audience. 86.16% of the students stated that product placement makes the audience want to buy the product offered. 87.14% of the students stated that product placement will make the audience want to use that product. 76.11% of the students stated that they remember the brands used by the characters they like the most. 78.53% of the students stated that product placement is a good alternative to traditional TV advertising.

The products participants found most unacceptable were "weapons", "cigarettes" and "alcohol". While 82.4% of the students stated that putting a gun in television programs is an unacceptable practice.

64.54% of them stated that smoking and 51.02% said that putting alcohol in TV shows is an unacceptable practice. Also, it is unacceptable to put fatty / sugary foods. Respectively, "Social Responsibility Enterprises," "Vacation Travel Services," "Automobiles," "Electronic Products," "Apparel," "Household Cleaning Products," "Cosmetics," and "Toy Supplies." ', 'Mass Market' and 'Underwear for Women and Men' are highly accepted

It is believed that it would be useful for advertisers to get a sense of participants' level of acceptance of product placement for certain types of programmes. According to the answers given in this question; Entertainment / talk shows (82.15%), morning programs (80.87%), competition programs (80.36%), women's programs (77.3%), soap operas (76.53%) in terms of product placement of acceptable program types. The students also found the sports programs acceptable, with a

percentage of 56.89%. However, there are global restrictions for some of the products that placement of products is prohibited in programs other than films, television series, sports and general entertainment programs intended for cinema and television. Since it is thought important to know audience attitudes on the subject, these types of programs were also included in the survey question and product placement practice in news programmes, documentaries, educational programmes, cultural arts programmes, children's programmes, and religious programming were found to be below an acceptable standard.

Conclusion

Today, the development of new communication technologies, especially digital television and the Internet, is making consumers more and more in control of their media use, and it is becoming more and more difficult for companies to communicate communication messages to consumers and draw their attention to the content of the message. At this point, product placement applications emerge as a new alternative and are accepted as an effective means in reaching consumers.

Clearly, research on the effectiveness of product placement focuses on consumers' attitudes and levels of acceptance towards product placement, the level of recognition of placement products by the public, and the effect of product placement on the purchase intent of the brand placement.

Product placement applications offered in software has become a current and interesting topic and attitudes towards this new application are also gaining importance.

This study, which reveals that consumers' attitudes towards product placement applications may vary according to product groups, the acceptability of these products may vary according to gender, and viewers' attitudes towards product placement applications in different program types can be a guide for advertisers, media planners and production companies.

In this study, attitudes toward product placement practices in television programs were examined on university students. It may be appropriate to apply future research to other product placement tools such as films, books, video games, and television programs on different sample groups. The groups of products included in the study were determined according to the studies conducted in the literature.

Recommendations

With regard to these product groups, it could be considered that future studies could be conducted by looking at broader product groups. The impact of product placement practices on purchase intent can be examined. Whether the effectiveness of product placement varies according to types of TV shows is another research that could be done in the future.

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