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Demografik Özelliklerine Göre Müşterilerin Televizyon Dizilerindeki Ürün Yerleştirme Uygulamalarına Yönelik Algıları/Perceptions Of Customers About Product Placement Applications In Television Serials According to Their Demographic Characteristics

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ABSTRACT

Rapid advances in communication technologies have led firms to look for alternative ways other than traditional commercials. Product placement which means the placement of brand products into television programs, movies, music videos, books and computer games is an innovative and creative way of reaching consumers. As one of the fastest and easiest communication tools, television is one of the most preferred ways of advertisement. Thus, in the scope of this study, it is aimed to explain diverse aspects such as ethical, reality, impact, and commercial dimensions of perceptions about product placement in television series and provide an evaluation of acceptability of different product categories by consumers in television series. Besides, in this research, differences in viewer perceptions of product placement in terms of demographic features such as age, gender, marital status, and educational status have been scrutinized.

KEYWORDS Product placement; Brand; Commercial; Marketing