

The influence of product placement in Czech movies and TV shows among generation Y

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Abstract

This paper is focused on how product placement is perceived by generation Y. The data were collected through eye tracking using the SMI RED 250 device. In-depth interviews were used to acquire a more detailed understanding of the opinion of the respondents. The research was conducted during December 2014 and January 2015 in the Eye Tracking Laboratory at Mendel University. 35 respondents representing generation Y were involved in this research. The main objective was to determine their attention to product placement, brand recall and their attitudes to product placement. Several parts of movies and TV shows were shown to the participants and their attention was measured through the eye tracker. Although the viewers looked at the products, they often were not able to recall them afterwards. The brand recall was higher when they were familiar with the brand. The results show that the audience is more strongly affected by prominent product placement than by subtle placement. The audience is able to remember an audio-visual product placement better than an audio or visual placement. Men are more sensitive to product placement related to male product categories (cars, alcohol and sexual health products). Women on the other hand are more sensitive to product placement related to fashion products.

Key words: *product placement, consumer behaviour, consumer perception, brand recall, eye tracking, generation Y*

JEL Classification: *M31*

1. Introduction

These days it is very difficult to attract a consumer, as media are often overloaded by advertising messages. Companies therefore begin to use another possibilities of promotion. One of them is product placement, which became popular in the recent years. It was legalized in the Czech Republic on 1st June 2010 (Kalista, 2011). Since then, audience has been daily meeting it in Czech movies and series with main characters using products of specific brands, driving specific cars, wearing branded clothes or using services of specific companies. Unfortunately, makers of Czech movies and series do not have enough experience and thus product placement often reminds of teleshopping. This article is focused on perception of product placement by generation Y, which is represented by young consumers. It was examined within the research how it influences representatives of generation Y. The eye tracking device scanning eye movements was used for the research. Data obtained from this research were completed by in-depth interviews in order to gain more detailed information about opinions and attitudes of respondents.

1.1 Product placement

Definition of product placement has gone through a series of changes during the years, naturally the nature was preserved. One of the first definitions created by Balasubramanian (1991), who defines product placement as planned entries of products on television programs, which may influence conviction of audience or positively influence their behaviour (Hudson, Hudson, 2006). Gupta and Gould (1997) add that a brand tends to be included in production in exchange

for money or another equivalent (Chan, 2012). Product placement can be distinguished from various perspectives. Smith (1985) realized simple division of product placement according to the form of communication into visual, audio and combined audio-visual product placement (Chan, 2012). In visual product placement, a product, a logo or another identifier of a brand is placed in a shot so that a watcher may notice it, however without any accompanying message or sound. In audio placement a product or a brand is mentioned by an actor, a reporter or someone from involved people. A watcher does not see a product or a brand in a shot. Audio-visual product placement is combination of both techniques, displaying of a product is accompanied also by conversation, in which a given product is mentioned (Chan, 2012; Jurášková, Hornák, 2012). Former studies (Karrh et al., 2003; Rusell, 2002; Gupta and Lord, 1998, Sabherwal et al., 1994 in Karrh et al., 2003) prove that modality has influence on ability of audience to remember a product. A watcher best recalls audio-visual placement, then audio placement and lastly visual placement, which is in accordance with psychological research showing that more complicated processing of information simplifies their later recall. Combination of audio and visual information is thus the most difficult for processing but also the most meaningful and a watcher saves it deeper in memory (Rusell, 2002).

Another authors (Ferraro, Avery, 2000; Gupta, Lord, 1998 in Chan, 2012) distinguish prominent and subtle product placement. In case of prominent placement, a product or a brand is located in front of a camera in a direct shot. A product is well seen on a screen, it is in a screen centre, it is usually displayed for longer time, mentioned more times in a dialogue or used by a main character. On the other hand, subtle placement is incorporated inconspicuously into a screen, what can make a more natural character of a program, which may bring stronger impact and strength of conviction, if a product is identified by audience. Audience takes more positive attitude to subtle placed products, but on the other hand there is a risk that a watcher will not notice a product at all (Lehu, 2005; Ferraro, Avery, 2000, Chan, 2012). Results of several studies (d'Astous and Chartier, 2000; Law and Braun, 2000, Lehu and Bressoud, 2008; Dens et al., 2012) imply that a brand will more likely get into awareness of audience by prominent placement than by subtle placement. At the same time, research of Dens et al. (2012) claims that subtle placement leads to more positive attitude than prominent placement because of the fact that prominent placement is perceived as less realistic, disturbing and distracting.

Connection to a plot has also influence on remembering of product placement. Research (Rusell, 2002; Dens et al., 2012, Brennan et al. 1999 in Dens et al., 2012) led to conclusion that it is more probable that audience will remember a product if its placement is meaningful and connected to a plot.

In conclusion, it is necessary to mention research, which dealt with differences in perception of men and women. Studies claim that differences in perception of products occur especially in case of ethically questionable products. According to results of this research men perceive and accept alcohol, weapons and sometimes also cigarettes more, women prefer “healthy products” (Gupta, Gould, 1997; Kramoliš, Kopečková, 2013).

2. Data and methodology

Results of the research were achieved by the realized eye-tracking observation. The research was realized in two stages. The first round took place from 1st December 2014 until 5th December 2014. Only men were invited to the second round of the research, which took place on 22nd January 2015 and 26th January 2015, because in the first round there participated significantly more women than men. Totally 21 women and 14 men in the age of 20 – 30 years participated in the research. The vast majority of respondents was from students. 25 of them participated in the research, nine participants were from employees and one female participant

was on maternity leave. One observation took approximately 1 hour and 10 minutes. Participants were neither informed about content nor about the form of observation in advance in order to avoid distortion of results. The sample size corresponds with the international standard of eye-tracking research.

The research was carried out through eye-tracking and in-depth interviews. Eight previews of Czech movies and series where product placement occurred were projected to participants. Through eye-tracking it was observed if respondents noticed given products or brands and for how long they concentrated their attention to them. Subsequently attitudes of participants related to product placement were investigated through in-depth interviews to find out whether watchers remembered given products, how their placement impacted them and whether it somehow influenced their buying behaviour.

Videos were edited by the program Freemake Video Converter and then converted into the AVI format, which is supported by the eye-tracking software. The subsequent research was realized directly in the eye-tracking laboratory at Faculty of Business and Economics at Mendel University, which uses the eye-tracker SMI RED 250. In order to create the experiment the software SME Experiment Center was used. Another program used during the research was the SMI IView X software serving as controller of the eye-tracker. Obtained data were analysed by the program BeGaze. Individual images of video were traced and delimited by so-called AOI (area of interest). Values serving to evaluation of attention were Subject Hit Count = number of watchers who watched AOI (area of interest) and Dwell Time Average = average time spend in AOI. Individual AOI were areas of images, where a picture of a product or a brand appeared.

Picture 1: Example of AOI



Source: output of the software SMI BeGaze

2.1 Tested previews

Tested previews contained various types of product placement. Audio product placement was evaluated only based on in-depth interviews. In visual and audio-visual product placement eye-

tracking as well as in-depth interviews were used. Size and time of visualisation of individual products is stated in the Table 1.

Previews from the following movies or series were used: *Probudím se včera*, *Raftáci*, *Dědictví 2*, *Ordinace v růžové zahradě 2*, *Vinaři*, *Sněženky a machři po 25 letech*, *Účastníci zájezdu*.

Table 1: Parameters of placed products

| Area of Interest | AOI Size (px) | AOI Coverage (%) | Visible Time Maximum (ms) | Visible Time Maximum (%) |
|---------------------|---------------|------------------|---------------------------|--------------------------|
| Kamikaze | 72 039 | 12.2 | 5 960.0 | 16.7 |
| Evropa 2 | 19 718 | 3.3 | 22 802.9 | 64.0 |
| Tuzemák | 39 688 | 6.7 | 6 921.0 | 19.4 |
| Tictac | 113 225 | 19.2 | 960.0 | 2.7 |
| Orbit | 56 576 | 9.6 | 3 961.0 | 18.6 |
| Big Shock | 28 951 | 4.9 | 2 400.0 | 11.3 |
| Bohemia Sekt | 65 983 | 8.4 | 36 722.0 | 44.8 |
| Volkswagen | 11 212 | 1.9 | 12 640.9 | 24.3 |
| Bandi | 64 053 | 3.1 | 39 803.0 | 64.6 |
| Roxy | 15 878 | 2.7 | 18 641.0 | 22.1 |
| Rossignol | 42 229 | 7.2 | 27 640.8 | 32.1 |
| Transbeton | 8 954 | 3,1 | 10 360.9 | 18.4 |

Source: output of the software SMI BeGaze, own processing

2.2 Tested assumptions

Within the research there were investigated assumptions based on the previous studies. As the first one, the relationship between noticing a brand and its remembering was researched. The objective of examining this assumption was to find out if a watcher remembers a brand when he/she notices it in a video. This assumption was examined for visual and audio-visual product placement.

Another examined assumption was the relationship between brand awareness and remembering it. The task was to verify if watchers better recall brands that they have already known from the past.

Furthermore, the relationship between product placement and remembering of a brand was examined. The objective was to verify if audio-visual product placement achieves the best score in remembering and, on contrary, if visual product placement achieves the worst remembering. Audio-visual product placement included brands *Bandi* and *Bohemia Sekt*. Remaining brands (*Kamikaze*, *Evropa 2*, *Tuzemák*, *Tic Tac*, *Orbit*, *Big Shock*, *Volkswage*, *Roxy*, *Rossignol* and *Transbeton*) fell into visual product placement.

Another examined assumption was the relationship between plot connection of a brand and its remembering. The objective was to test if watchers better remember brands connected with a plot than those that are not connected. Brands connected with a plot included: *Tuzemák*,

Bohemia Sekt, Volkswagen, Bandi, Roxy and Rossignol. Brands considered as not connected to a plot included: Kamikaze, Evropa 2, Tic Tac, Frekvence 1, Orbit, Big Shock, Transbeton and Arginmax.

Further the relationship between highlighting a product (prominent or subtle placement) and its remembering. The task was to find out if watchers better remember prominent placement than subtle placement. Prominent brands included: Tuzemák, Orbit, Bohemia Sekt, Volkswagen, Bandi, Rossignol a Transbeton. Subtle placed brands involved: Kamikaze, Evropa 2, Tic Tac, Frekvence 1, Big Shock, Roxy and Arginmax.

The last examined assumption was the relationship between highlighting a brand (prominent and subtle placement) and attitude of audience to placement of this brand. Within this assumption it was examined, if prominent placement elicits more negative attitude of audience than subtle placement.

3. Results and discussion

Analysis of data obtained from examination offered interesting information about perception and attention to individual types of product placements used in Czech movies and series.

In the first preview of the movie “Probudím se včera” attention of participants was focused especially on the main character and further significant elements in the scene. Only the brand Orbit obtained full attention among placed brands. This attention was probably caused by direct interaction of the actor with the product. Only 13 participants recalled the name of the radio station Frekvence 1 during in-depth interviews. 10 of them considered this placement as pleasant, illustrating the plot and feeling realistically. Remaining 3 respondents were bothered by the radio, it was too loud and exaggeratedly imposed on audience. These results were surprising considering that more than the half of respondents did not even notice the radio in the preview. In this case men perceived the product placement more significantly than women. While 8 of responding men (of 14) noticed it, in case of women it was only 5 (of 21). Similarly, negative attitude to this placement was taken rather by men, totally 3 responding men, who recalled the radio, did not like the placement, while in case of women it was only 1 of them. As it was stated above, only chewing gums Orbit were able to gain attention of all watchers in the first preview. Participants paid on average 73.9% (2928.4 ms) of direct attention to the product. In the subsequent interview 22 respondents were able to recall it and remaining 9 respondents realized that there was some kind of dispenser placed on a fridge, but they were not able to identify what brand it was, what was probably caused by the fact that any of the watchers had not met with the given dispenser for Orbit chewing gums before. The last four respondents did not recall the product at all. In total, 25 of respondents did not have any problem with placement of this product, it did not bother them in spite of it was too explicit for some of them. Remaining 10 respondents had negative attitude to the placement, according to them the placement was exaggerated, disturbing, illogical and imposing the product too much. The dispenser in the preview attracted watchers so much that if the product was in the common offer, 15 of them would be interested in it. Women recalled the brand a bit better than men, 14 of 21 women and 8 of 14 men remembered it. Women were also more critical to this placement, 7 of them were bothered by this placement, in case of men it bothered only 3 of respondents. Based on the previews, 10 women and 5 men would be interested in the product. The product Big Shock appeared closely in the preview only for 2400 ms and moreover in the corner of the screen, thus only 4 watchers, specifically two men and two women, were able to notice it and subsequently recall it. These participants paid only 1.9% (46 ms) of direct attention to this area. The obtained data imply that a majority of watchers paid their attention rather to acting of the main character. Two respondents who noticed the placement did not consider it as suitable, the other two were

not anyhow disrupted by it. None of the respondents would be influenced by this product placement in case of purchasing energy drink.

The brand Volkswagen was noticed by all respondents in the second preview of the movie “Probudím se večera”. Watchers paid on average 12% (1519.5 ms) of direct attention to the brand. During the in-depth interview 31 respondents recalled the brand. Remaining 4 respondents did not recall the brand what was probably caused by the fact that they, as only ones, did not know or prefer the brand. 27 respondents did not mind the placement especially because, according to them, it fit to the plot. Remaining 8 respondents were bothered by too long shoots, which had too manipulative impact according to them. In total, 10 respondents would think about buying this car based on the preview or at least they would want to find another information about it. In this case men paid higher attention to this product than women. Men paid on average 1689.5 ms of their attention to the product while women spend on average 1406.4 ms in the given area of interest. Men also paid higher attention to another cars that appeared in the preview. In the subsequent interview all men and 17 women recalled the brand. The both genders reacted similarly to the placement of this brand. 11 men and 16 women did not mind the placement. The product placement had slightly larger impact on men in relation to buying behaviour. Totally 5 men and 5 women (after watching the preview) would consider purchasing the given car.

In the preview of the movie “Raft’áci” audience again focused their attention especially to the main characters. Totally 18 people look at the writing Kamikaze during the preview. On average, watchers paid 6.6% of direct attention (391.9 ms) to this area considering maximum time of visibility of the writing. 5 of 35 respondents recalled the brand during the subsequent in-depth interview. In total, 24 respondents had never met with the energetic drink. 17 of 18 respondents who noticed the product according to the eye-tracker did not mind the placement, some of them did not recall the writing at all or they considered it as a mere coulisse fitting into the given environment. This product placement would not influence buying behaviour of any respondent. Both men and women focused their attention rather on a face of a barman than the writing of a fridge. In total 8 men and 10 women noticed the brand according to the eye-tracker. Men watched the brand on average 495.9 ms while women 322.6 ms. No difference was recorded in ability to recall the product. 2 men and 3 women recalled the product. Regarding attitude to the product placement neutral attitude prevailed in case of the both genders. At the same time, this product placement did not have influence on buying behaviour of any of the genders. An eye-catcher with the writing Evropa 2 was in total noticed by 16 participants of the research. These subjects paid 1.32% of direct attention (300.10 ms) to the writing considering the total duration of visibility of the writing. All participants had known the radio Evropa 2 before watching the preview. 14 participants were able to recall that the radio appeared in the preview, 12 of which noticed the writing according to the eye-tracker. In case of remaining two participants the device did not prove attention paid to the examined area but in spite of that these people recalled the brand. It was probably caused by the peripheral vision. Any of the participants who noticed the brand (also by the peripheral vision) did not mind this placement. This placement also would not influence behaviour of watchers who had already listened to this radio and another who prefer different radio. Reactions of men and women were very similar. The writing Evropa 2 was noticed by 10 women and 6 men. Men paid higher attention to the writing, they spend on average 315.1 ms in this area of interest while women watched the writing on average for 290.1 ms. In total, 8 women and 6 men recalled the brand during the in-depth interview. Although it was assumed that all men who noticed the brand will remember it, the reality was somewhat different. As it was mentioned above, 2 men recalled the brand without the eye-tracker recording attention paid to the researched area. The placement of this brand bothered neither men nor women and at the same time it did not influence them

anyhow. Tuzemák gained the highest attention of all brands placed in this preview. In total, 33 participants paid attention to it in the preview. On average, subjects paid 13.3% (921.8 ms) of attention to Tuzemák. 18 respondents had known the brand before watching the preview. During the in-depth interview 12 people were able to recall it. All these subjects had known the placed brand. Further 7 respondents recalled that rum appeared in the preview but they were not able to tell what brand it was. Only two of these seven participants had known the brand. In total 31 of all tested people who noticed the product did not mind the placement. Seven respondents would think about buying this product after watching the preview. Remaining 28 respondents would not buy the product while the placement impacted two of them even so negatively that it would repel them from buying the rum. Through observing differences between men and women we found out that the alcoholic drink in the preview was noticed more by men than women. All 14 tested men and 19 women looked at the product during the preview. Men also focused their attention to this area for longer time. On average, their attention lasted 1033.8 ms while women's attention lasted 847.1 ms. Considering ability to remember, there was not recorded any significant difference between men and women. 5 men and 7 women recalled the brand. Attitude to the placement is also comparable for the both genders. A majority of respondents did not mind the placement, it did not bother them. Totally 3 men and 4 women would think about buying the product based on the preview. 2 women would be repelled from buying by this placement. In spite of Tic Tac covered a large part of the screen, it was displayed for so short time that only slight percentage of respondents noticed it. Tic Tac was noticed only by 3 respondents, especially two women and one men. They paid on average 3.3% (31.8 ms) of direct attention to the product. Only one woman in the subsequent interview recalled Tic Tac. Both women stated that the placement was illogical and inappropriate, the man was not aware that he had noticed the product on a bar. All 3 participants buy Tic Tac and therefore the preview would not influence them anyhow.

The brand Bohemia Sekt in the preview "Dědictví 2" was noticed by all participants of the research. Subjects paid on average 15.2% (5578.2 ms) of direct attention to this area, considering the total time of displaying the product. 28 respondents subsequently recalled the brand Bohemia. 7 respondents were not able to identify the brand in the preview what could have been caused by the fact that none of the respondents had not met with the brand before. 19 of 28 respondents who correctly identified and remembered the brand realized that it is the brand Bohemia only in the second part of the preview when the brand logo was well-read on a box that appeared in several shoots. 9 remaining respondents associated the product with the brand already in the first part of the preview based on the typical shape of the bottle and gold colour used. All participants of the research knew the brand Bohemia Sekt however, only 9 respondents knew that this company has also non-alcoholic sect in their offer. The placement did not arise negative emotion in 14 respondents. Remaining 11 respondents criticized the placement, according to them it was too noticeable, exaggerated and annoying. In total 26 participants of the research would decide to buy non-alcoholic sect at appropriate time based on the preview. 100% of participants, both men and women, paid attention to the product. Men dedicated more time to this area of interest, specifically 6275.2 ms, while women 5113.6 ms. Men were also better in recognizing and remembering the brand. In total 12 men and 16 women recalled the brand. Men were more sensitive about the placement of the product in this case. In total, 8 men stated that placement was exaggerated, disturbing and too obvious, in case of women, it was only 3 respondents. Considering influence of the product placement on behaviour of customers, the both genders perceived it similarly. Totally 16 women and 10 men stated that they would buy the product at appropriate occasion based on the preview.

In the fifth preview from the series "Ordinace v růžové zahradě 2" views of watchers were again focused on main characters but also the placed brand Bandi gained attention of all

participants of the research. Subjects paid on average 5.8% (2289.3 ms) of direct attention to this area of interest. Subsequently, 28 people were able to recall the brand, while 15 of them had known the brand. Remaining 7 respondents neither recalled the brand nor knew it. This placement arose negative emotion in 28 participants. They stated it as unpleasant, disturbing and repelling. Remaining respondents were not bothered or disturbed by the placement. Based on this placement the brand attracted 19 respondents so much that they would at least look at internet pages or went to a shop. Further 8 respondents would be repelled from purchase by the excessive promotion of the brand. Remaining respondents were influenced neither in positive nor in negative way. During separated observing of men and women it was found out that there exists only slight difference in attention of men and women. Women watched the brand on average for 2298.4 ms and men 2289.3 ms. Women recalled the brand a little bit better. Totally 17 women recalled the brand while in case of men it was only 11 respondents. The both genders perceived this placement rather negatively, while women to a greater extent than men. The placement was unpleasant for 18 women and 10 men. This placement would have positive influence on buying behaviour for 7 men and 12 women. On contrary, it would repel 6 women and 2 men from purchase.

The concrete mixer with the writing Transbeton in the preview from the series “Vinaři” gained attention of 31 participants of the research who paid it on average 11.8% (1217.9 ms) of their attention. Only 5 respondents recalled the brand for producing concrete. Another 24 were not able to recall the brand name but they realized that there was the concrete mixer in the preview where the name was stated. Last 6 respondents did not recall at all that there would appear any brand in the preview. Only one participant of the research had known this company but he was not able to recall it. The placement negatively influenced 11 respondents, others did not mind it at all. Only 5 respondents would, based on the preview, search if the company is located in their surroundings and they would look at its offer. Remaining respondents would not be anyhow influenced by the preview, they would choose the company especially based on a location and references. During separated observing of attention of men and women it was found out that men paid more attention to the area, on average 1538.3 ms. Women watched the area only for 1004.2 ms. 4 men and 1 woman were subsequently able to recall the brand. The placement was considered as appropriate and fitting into the plot by 9 men and 15 women. The placement influenced men more. 3 of them would look at the offer of the given company, in case of women it would be only one of them.

In the last but one preview from the movie “Sněžanky a machři po 25 letech” watchers paid the most attention to faces of actors but also the brand Roxy gained relatively high attention. According to the eye-tracker, this brand was noticed by 28 participants of the research who watched in on average for 1018.4 ms (5.5% from the total time of displaying). During the in-depth interview, 21 respondents were able to recall the brand. One person who recalled the brand, had not noticed it according to the eye-tracker, which can be caused by the peripheral vision. In total 11 respondents had not known the brand before watching the preview, nevertheless, 4 of them were able to recall the brand. Only 1 respondent was bothered by the placement. During purchase, 12 respondents would be influenced by this placement especially, they would look at the offer of this company. During separated observation of men and women it was evident that women paid higher attention than men. While 17 women watched the brand on average for 1086.2 ms, 11 men watched it for 916.7 ms. 14 women and 7 men were subsequently able to recall the brand. These numbers are probably the results of the fact that it is the female brand, which had been known by 14 responding women and only by 3 responding men. The placement of this product did not bother all men and 20 women. In examining influence of the placement on buying behaviour it was found that men would think about purchase based on this placement more than women. Skis of the brand Rossignol appeared in

the preview several times. They gained the highest attention in the scene where they created a significant part of the screen. In this scene, 34 participants of the research noticed the brand. Thanks to further scenes also the last participant of the research noticed the brand. Total attention that respondents paid was around 15.7% (4332.6 ms). 26 respondents subsequently recalled the brand. In total 6 respondents had not known the brand, only one of them was able to recall it in spite of this fact. The product placement did not arise negative emotions in a majority of respondents. In total 6 respondents were bothered by the placement. Based on the preview, 16 respondents would include the brand into selection in case of buying skis. Men watched the brand on average for 4449.1 ms and women for 4255 ms. 17 women and 9 men subsequently recalled the brand. Women were more critical to the product placement, in total 4 women and 2 men were bothered by the placement. However at the same time, women would be influenced by it more than men during shopping. In case of women 11 respondents would consider purchase of these skis, in case of men it was 5 respondents.

21 respondents recalled the brand Arginmax after watching the last preview from the movie "Účastníci zájezdu". In total 26 participants of the research had known the brand Arginmax. The placement did not arise negative emotions in a majority of respondents (32). Only 3 respondents considered the placement as inappropriate. Regarding the fact that participants are not the target group of this product it is difficult to evaluate a level of influence of the product placement on buying behaviour. 23 respondents stated that if they thought about purchasing of such a product they would probably choose the given brand. Remaining 12 respondents would not be influenced by this placement even if they would be considering purchase. During separated observation of behaviour of men and women it was found out that women remembered the product better. While 10 responding women recalled the product, in case of men it was 11 respondents. It could have been caused by the fact that the brand awareness was by 31% lower among women. No man was bothered by the placement, 3 women considered it as inappropriate. In total 13 women and 10 men would think about buying the product in case of need.

4. Conclusion and discussion

The submitted results proved that product placement gains attention of audience. The research had some limitations that were caused by the way of realization. Participants could realize during the previews what is the test focused on. Another method would not be suitable considering effectiveness.

It was found out, just like by the research of the company Key Lime Interactive (2011 in Gehrke, Knodler, 2011) that audience pay the most attention to faces and especially when characters talk.

Results of the research are in correspondence with the theory (e.g. Hanna, Wozniak, 2013) that a mere exposition does not influence perception. In spite of watchers looked at displayed products during the research, they were often unable to recall them. Therefore it is necessary to gain their attention that leads to further processing of individual impulses. Hence, it is necessary that a product is sufficiently interesting or specific in order to gain attention for itself, or alternatively it has to be placed so significantly that it influences watchers.

Watchers better remember brands they know than those they do not know. Thus, product placement is not an entirely appropriate tool of promotion of unknown products or brands. On contrary it appears to be suitable for new products of known brands, alternatively for existing known products of known brands.

There is influence of several factors on ability to remember placed brands or products. One of them is also a type of product placement. The research implies that audience best remember audio-visually, then audio and finally visually placed products. These findings correspond with previous studies (Sabherwal, Pokrywczynski, Griffin, 1994; Gupta and Lord, 1998; Rusell, 2002; Karh, McKee and Pardun, 2003). In this research watchers better recalled visually placed products in cases when they were incorporated into a plot than in cases when they created a mere coulisse. This corresponds with claim of Rusell (2002) and Dens et al. (2012) that watchers better remember product placement if it is connected to a plot.

Another factor influencing ability to remember is a method of highlighting a product. Results of the research imply that prominent product placement leads to higher score of remembering than subtle placement, what again corresponds with earlier conducted studies (Law and Braun, 2000; d'Astous and Charter, 2000; Lehu and Bressoud, 2008, Dens et al., 2012).

Naturally, a way of highlighting has influence also on attitude of audience against product placement in given shows. Results of the research are in accordance with foreign studies (Atkinson, 2003; Cowley a Barron, 2008; Homer, 2009; Dens et al. 2012), which show that watchers are more bothered by prominent product placement than subtle placement. According to opinions of respondents, this placement is too disruptive, distractive and unpleasant while subtle placement does not bother at all during watching a show. Incorporation of product placement into a plot has also influence on attitude of audience. In placement connected to a plot, audience did not mind this placement so much even in case of prominent product placement. On the other hand, placement not connected to a plot was marked as exaggerated, disrupting or too obvious. In many cases, placement can have so strong influence that it will repel watchers from purchase.

Regarding difference between perception of men and women, men are more sensitive to products falling into "men category". They perceived cars, alcohol, heavy mechanics and the pharmaceutical product for erectile dysfunction more than women. In addition to this, in case of cars, men more noticed not only the main presented car but also cars in background. On the other hand, women more perceived products connected with fashion (clothes and accessories). Another studies dealing with this issue (Gupta and Gould, 1997, Kramoliš and Kopečková, 2013) claim that men more perceive and accept alcohol, weapons and cigarettes (thus ethically questionable products), on contrary, women accept "healthy" products. Thus, the fact that men perceive alcohol more corresponds with findings of these researchers. However, considering acceptance of alcohol placement only two women did not like alcohol in the scene, what does not considerably confirm findings that women accept this type of product worse than men.

Probably the most important difference in acceptance was recorded for the product for erectile dysfunction and non-alcoholic sect. While none of men was bothered by the placement of the product for erectile dysfunction, 20% of women marked it as inappropriate. Since products connected to sex can be also considered as "ethically questionable" it is possible to notice correspondence of findings with another studies. The placement of non-alcoholic sect was accepted more by women than men. If non-alcoholic sect was considered as "a healthy product" (given its non-alcoholic character), this product would be also in accordance with the previous studies. However, it is necessary to add that a high level of not accepting this placement from the men side does not have to be a clear consequence of the product itself but only inappropriately realized placement.

Furthermore, results imply that in case of cars, men are more suggestible then women (after watching they would think about buying a placed car), what naturally can be caused by the fact that women let men to buy a car. Within this research, women would let themselves to be

influenced to buy the atypical dispenser for chewing gums. In other products there was not recorded any greater difference between men and women.

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