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**Product Placement in Mainland China:
Audiences' Interpretation of Brands in Television Programs**

By

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Declaration

I declare that the thesis represents my own work, except where due acknowledgement is made, and that it has not been previously included in a thesis, dissertation or report submitted to this University or to any other institution for a degree, diploma or other qualification.

Signature: _____



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Abstract

The rapid development of the entertainment industry, media proliferation and audiences' sophistication all enable a variety of alternative media in China, as well as give the audiences more power to control their content selection. These factors contribute to the increased use of product placement. This thesis explores this phenomenon and uses focus group to analyze how television audiences' experiences with product/brand are interpreted in relation to television programs and program viewing. Three groups of participants share their experience and opinions about product placement. The analysis uncovered three dimensions, placement strategy, personal experience and consumer decision respectively. Based on the results, it appears that the television audiences are active participants in viewing experience. They appreciate creative and humor placements and prefer foreign brands. As the development period of product placement in mainland China is relatively short, audiences' acceptance and adaptation remain to rise. In addition, they generally are not satisfied with the current situation of product placement in mainland China. The findings also give suggestions for advertising practitioners.

Key Words: product placement, television, audiences' interpretation, mainland China

Table of Contents

1. Introduction.....	6
2. Literature Review.....	9
2.1 Concept of Product Placement	9
2.2 The Modalities and Strategies of Product Placement.....	11
2.3 The Effectiveness of Product Placement and Previous Study.....	13
3. Methodology.....	19
3.1 Theoretical Framework	19
3.2 Research Questions	20
3.3 Research Method.....	21
4. Results.....	25
4.1 Themes of Placement Strategies.....	25
4.2 Themes of Personal Experience	31
4.3 Themes of Consumption Decision	37
5. Conclusion and Discussion.....	42
Implications for Product Placement Practices.....	44
Suggestions for Future Study.....	45
<i>References</i>	47
<i>Appendixes</i>	52