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Product Placement and its Influence on Children
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Abstract

Despite the growing body of research concerning the practice of product placement, a notable research gap exists pertaining to the influence of product placement on children, and its link to childhood obesity. This study will provide an insight to the influence of product placement on children. Its objective is to analyze the placement of food and beverage products on children of various ages. An experimental approach will be taken whereby child-respondents will be divided into groups and each group will see the same television clip but with different placements (digitally inserted) of various types of food and beverages. All groups will be shown a short clip (20 minutes) from *Pop Idol* – the British equivalent of *American Idol*. Explicit and implicit responses to these product placements will be measured in order to understand their influence.

Keywords

Product placement; children