

A STUDY ON CONSUMERS BEHAVIOUR TOWARDS PLACEMENT OF PRODUCT IN MOVIES/TV

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Abstract

In an industry where billions of dollars are being spent to allow other industries to reach their customers, it is extremely important to understand the effectiveness of the methods being used. Online content streaming services and the binge-watching mentality has made it increasingly difficult for advertisers to reach their target customers. It is important to understand how a consumer will feel about the product placement in order to determine what his next steps might be. This research tries to gauge consumers behaviour towards product placement in different media. The research paper also attempts to analysed placement of products in a specific genre of movie and its impact on viewers' attention. The present study has conducted survey of 540 respondents from city of Mumbai. Descriptive statistics like frequency, percentage and chi-square test have been used in this study. The results of the study shows that product placements in a movie or television show can benefit both the producer and the consumer only if the placement is done in an appropriate manner which attracts the consumers' attention and manages to develop a positive attitude for the product in the viewer's mind. Further Study found that when the presence of a brand is consistent with the context in which it is placed, it would evoke more positive attitudes and behaviour than an in-congruent placement

Keywords: Product placement, Consumer behaviour, television, movies.

I. INTRODUCTION

Product placement truly integrates a product or service provided by the company or the company's name in itself into the story without disrupting flow so as to make the consumers' aware of the brand. An easy example would be when people acting in the movie are using an iPhone, a part of the customers' attention is drawn towards the phone and most of them will remember that even after the movie. This is called placing a product. The benefit of this is that the customer is made aware about the product without him actually feeling like it. Effective placement of products is when it complements the story and the company is able to show how their products work or their effectiveness through some part of the movie. The most important factor for the success of blending advertisements within entertainment

is that this is the only time when people have their shields down. This is when they are the most susceptible as they're ready to watch any content and be influenced by it. Most people have developed an invisible shield to the traditional marketing practices such that they go completely unnoticed. Hence, the need for indirect advertisement channels arose.

Today, advertisers are finding it increasingly difficult to establish a good image of a brand in a potential customers' mind. This is due to the ever-changing mass media business, increased competition and the rapidly changing mind-sets of people. The impact of product placement in movies and shows is seen to be more effective than digital marketing as consumers seek entertainment from these things. Perfectly integrating product placement in entertainment would boost sales and also promote positive or

negative feelings towards the brand depending on the content being shown. It appears to work as people are highly focused on what they're watching as that interests them and anything that is a part of the content will also receive the same attention. Hence This research tries to gauge perception of consumers towards product placement in Movies / TV and find out new trends in product placement.

2.LITERATURE REVIEW

Placement of Products is defined as the inclusion of brand and /or brand identifying items within mass media programming such as cinema and TV, Karrh (1994). Placement of Products in Movies was first seen in in the mid-1890s. Much later, almost a hundred years later, Placement of Products is now a subject of interest for academicians. This was due to the release of Spielberg's blockbuster film E.T. in (1982). What Hershey's experienced was a whopping 66% increase in sales of their Reese's Pieces candy which was a Placement of Products in the film (Gupta and Lord, 1998; Gupta and Gould, 1997). Most of the Placement of Products were in low-involvement products, and majorly the Automobile industry accounted for 18% of all Placement of Products (Sapolsky & Kinney, 1994). In order to generate positive feelings towards products placed in Movies or TV serials or any other media, a well thought out marketing plan is required since they are not like explicit advertisements. Placement of Products must connect with the audiences in a natural environment rather than in an obtrusive way or direct marketing ways. When the predetermined fees or remunerations are paid by the advertisers, the Placement of Products happen and the branding happens in movies, TV shows, or other performances. Some may believe that such advertising is inherently dishonest and deceptive and will easily influence children as per the Eva A. van Reijmersda and et. al. (2009).

According to H. Patel, and Avani Chauhan (2013) the digital growth in India is one of the largest in the world. Advertising as a medium hence is growing. It is important to evaluate how effective these placements are and identify specific placement characteristics that can facilitate brand recall. The Web series are being effectively used for Placement of Products

according to study of Kavitha Iyer (2019). They are like regular TV shows except that they are watched online. Placement of Products in Web series are very innovative. Brand recognition studies and their comprehension to understand brand recall and its effect on consumer purchase behaviour, suggests that brand recognitions are more objective in character than brand recall, Kiran Sharma and Nayana Nayak (2015). Such recognition describes the memory forms of consumers to figure out whether or not a stimulus, is located in a set of distracting stimuli. (Bettman, 1979). Recalls can also be unaided. Then they are retrieved from memory without assistance. Recognition is considered a measure of unaided recall, and more important than aided recall by Gupta and Lord (1998). They studied the impact of Placement of Products on brand recognition. They studied from the perspective of various categorisations for product-placement, prominent vs. subtle and product-placement in different modes like visual, audio and audio-visual. How to create Brand awareness is an important aspect for advertisers in Placement of Products. Memory-based awareness measures such as recognition or recall are appropriate suggested by Nelson (2002).

Further studied by Pfanner E (2005) that from an organisation that was never recognised by the Government as late as year 2000, Bollywood today is an organized sector. With more than 26 main groups or aggregates in the film industry, it is much more cohesive than ever. This is led by Movie aggregators like the Yash Raj Films, AdLabs, Prithvi Nandy Communications or UTV. They have pioneered a vertical integration in the film industry value chain by bringing across the film producers, distributors, exhibitors, broadcasters and music companies. It is worth noting that some Indian Movies did innovate in Placement of Products, Branding and Services. Further the authors Lambin, Jean-Jacques [UCL], Chumpitaz, Ruben Schuiling, Isabelle [UCL] in 'Market Driven Management, Strategic and Operational Marketing' widen the market identities and definitions to embrace the key market players in the entertainment Industry, to include competitors, distributors, and also include various customer groups in the wider macro-marketing environment Nelson as per the opinion of M. R. and McLeod, L. E. (2005). The available literature suggests that many researchers have tried to study the effect

of Placement of Products on consumer behaviour and attitude. However, there are certain topics that remain unexplored by researchers as of now. This research tries to gauge perception of consumers towards product placement in Movies / TV.

3. RESEARCH METHODOLOGY

3.1 OBJECTIVES

- To determine consumer behaviour about the product placement in Bollywood movies.
- To determine whether presentation of the brand /product in Bollywood movies positively affect the attitude towards the brand/product due to demographic factors.
- To analyse placement of products in a specific genre of movie will have different impact on viewers' attention.

3.2 HYPOTHESIS

Determine whether presentation of the brand /product in Bollywood movies positively affect the attitude towards the brand/product due to demographic factors.

Ho1: The efficacy of Placement of Products in movies / TV will not change remarkably for demographic variables.

The second hypothesis is based on implication of Placement of Products amongst specific type of movie or TV serial considering different viewer's categories and their choices for the same. For instance, family TV serials are more popular among the female viewers. Statement for the second hypothesis is as follows:

Ho2: Placement of Products in a specific genre of movie will have different impact on viewers' attention.

3.3 METHODOLOGY

The present research has used primary and secondary data. The Primary data was collected in the form of a survey based on a questionnaire from 540 respondents and was carried out in the city Mumbai (India). The secondary sources of data were collated from various appropriate websites, journals, books, published reports, and other articles. To study and analyse impact of Placement of Products in Films / TV on Consumer Behaviour, various demographic factors like the age, gender, family size, family. Descriptive statistics like frequency, percentage and chi-square test have been used in this study to test the hypotheses and to study impact of demographic factors like age, gender etc., on Placement of Products in Films / TV Shows on consumer behaviour.

4. DATA ANALYSIS

4.1 consumer behaviour about the product placement in Bollywood movies:

Chi square test is used to determine whether presentation of the brand /product in Bollywood movies positively affect the attitude towards the brand/product due to demographic factors. The first hypothesis is based on efficacy of Placement of Products association with demographic variables such as gender, age, education, income and profession of the potential consumers. The hypothesis statement is as follows:

Hypothesis	P-value	Statistic related with chi-square	Decision	Interpretation
H _{0a} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is independent of gender	0.579	0.080	P> α Accept H ₀	Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is independent of gender
H _{1a} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is dependent of gender				

H _{ob} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is independent of age H _{1b} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is dependent of age	0.005	0.157	P< α Accept H ₁	Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is dependent of age
H _{oc} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is independent of education H _{1c} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is dependent of education	0.230	0.108	P> α Accept H ₀	Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is independent of education
H _{od} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is independent of family size H _{1d} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is dependent of family size	0.034	0.129	P< α Accept H ₁	Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is dependent of family size
H _{oe} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is independent of profession H _{1e} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is independent of profession	0.670	0.080	P> α Accept H ₀	Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is independent of profession
H _{of} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is independent of income H _{1f} : Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is dependent of income	0.016	0.130	P> α Accept H ₁	Presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is dependent of income

From the above Table No.1 we conclude presentation of the brand/ product in the Bollywood movie affects attitude towards the brand/ product is independent of gender, profession presentation of the brand/ product in the Bollywood movie affect attitude towards the brand/ product is dependent on age, family size and income but from the statistics we found that the association is weak because the Cramer V value is 0.5% ,3.4% and 1.6% which is less than 50% .So presentation of the brand/ product in the Bollywood movie affects attitude towards the brand/ product is independent on age, family size and income hence hypothesis The efficacy of Placement of Products in movies / TV will not

change remarkably for demographic variables is accepted .

4.2 Placement of Product in a specific genre of movie will have different impact on viewers' attention:

In the questionnaire survey the respondents were asked for their preferred type of movie that would like to watch on digital media. The descriptive analysis for the same is as follows

		Frequency	Percent	Valid Percent	Cumulative Percent	Rank
Valid	action	141	31.3	31.3	31.3	1
	Comedy	56	12.44	12.44	43.74	4
	Family melodrama	36	8	8	51.54	5
	Fantasy	110	24.47	24.47	76.21	2
	Romantic	107	23.79	23.79	100.0	3
	Total	450	100.0	100.0	100.0	

As per the results of Table No. 2, the respondents ranked movies for Placement of

Product as below Percentage of respondents ranking action movies as Rank 1 has a percentage of 31.3%,

Fantasy Movies as Rank 2 has a percentage of 24.47% ,Romantic Movies as Rank 3 has a percentage of 23.79 % ,Comedy Movies as Rank 4 has a band width of 12.44% and Family Melodrama as Rank 5 has a percentage of 8%.

Similarly, analysis was carried for TV based shows on Placement of Product impact on viewers. The results are tabulated in Table No.3.

		Frequency	Percent	Valid Percent	Cumulative Percent	Rank
Valid	Saas – Bahu Serials	86	19.11	19.11	19.11	1
	Crime Thrillers	31	6.89	6.89	26	7
	Music Channels	71	15.78	15.78	41.78	3
	Reality Shows	64	14.22	14.22	56.00	5
	Comedy Shows	72	16	16	72.00	2
	News Channels	65	14.44	14.44	86.44	4
	Bhakti Channels	21	4.67	4.67	91.11	8
	Any Other	40	8.89	8.89	100	6
Cumulative		450	100	100	100	

As per the results Table no.3, the respondents ranked TV shows for Placement of Product such as Saas-Bahu Serials for Placement of Products were ranked 1 with a total percentage of 19.11,Comedy Shows were ranked 2 with a 16 %,Music Channels were ranked 3 with a percentage of 15.78% ,News Channels were ranked 4 with 14.44 % ,Reality shows were ranked 5 with a 14.22% ,Any others were ranked 6 with a percentage of 8.89% ,Crime Thrillers were ranked 7with a 6.89% and Bhakti Channels were ranked 8 with 4.67%.

The descriptive analysis conducted proves beyond doubt that the Placement of Products in specific genres of Movies or TV shows will have different impact on viewers' attention. Hence the hypothesis is proved. Further, Movies and TV shows are a good opportunity for effective Placement of Products. However, the behavioural aspects of Indian customers must be taken into account with an analysis on brand placements in the Indian context. However, given the interest and patronage that is given to the Indian entertainment industry, Brand and Placement of Products will evolve over the next few years as digital media becomes more prominent.

4.3 Analysis for Recall of specific brands and Products:

The required data was gathered through a sample survey based on a questionnaire on the type of products and the brands placed in Films and TV shows. The Products are classified under Automobiles, Beverages, Electronic Goods, Fashion Apparels and accessories and Food. The results are shown below.

4.3.1 Descriptive Statistical Analysis for Recall of Automobiles and brands in Bollywood Movies:

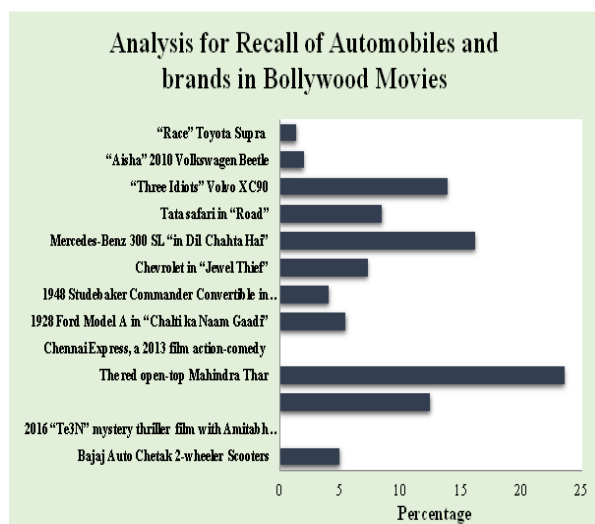


Figure 4.3.1

Out of a total of 450 respondents, 17 were found invalid due to data errors. It is observed that the maximum recall of 23.6% was for the recall of red open-top Mahindra Thar promoted in the film Chennai Express, a 2013 film action-comedy. The next best percentage of 16.2 was for recall of Mercedes-Benz 300 SL "in Dil Chahta Hai" released in 2001. It is also observed that the maximum recall was for movies which were also popular in the people's perception.

4.3.2 Descriptive statistical analysis for Recall of Beverages in Bollywood Movies

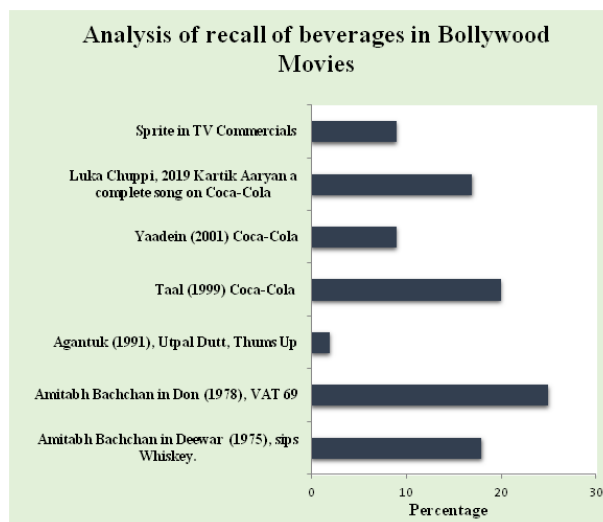


Figure 4.3.2

Out of a total of 450 respondents, 95 were either invalid due to data errors or incomplete. It is observed that the maximum recall of 25% was for the recall of Amitabh Bachchan's use of VAT 69 in the film Don released in 1978, though Liquor is a beverage that should not be

promoted in the media. The next best percentage of 20.0 was for recall of Coca Cola in the Movie Taal released in 1999. The next best recall percentage of 18 was again for the use of Whiskey in Amitabh Bachchan's film "Deewar" released in 1975. This may be attributed to the success of the film and the Main protagonist of the film.

4.3.3 Descriptive statistical analysis for Recall of Electronic Goods in Bollywood Movies

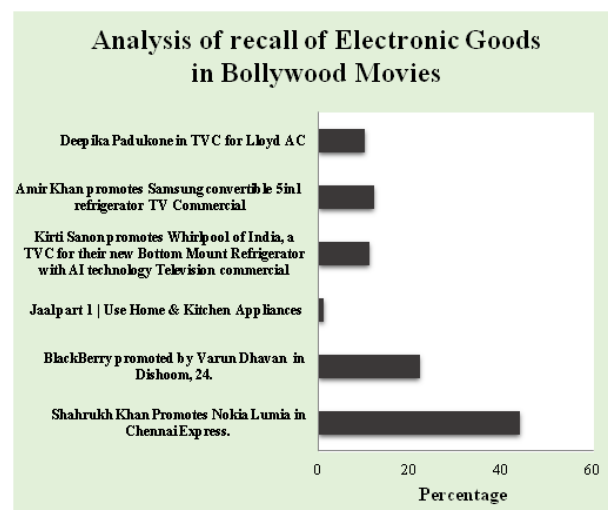


Figure 4.3.3

Out of a total of 450 respondents, 249 entries were found valid for processing. It is observed that the maximum recall of 44% was for the recall of Nokia Lumia Smartphone used by the main artiste Shahrukh Khan in the film Chennai Express released in 2013. The next best percentage of 22.0 was for recall of BlackBerry promoted by Varun Dhavan in film released in Dishoom 24 a film released in 2016. Though the film did not succeed, the smartphone BlackBerry did get some traction. It is also observed that the respondents could recall some brands like refrigerators and AC's even from TV commercials, though they are not strictly Placement of Products in Films.

4.3.4 Descriptive statistical analysis for Recall of Fashion Apparels and Brands in Bollywood Movies:

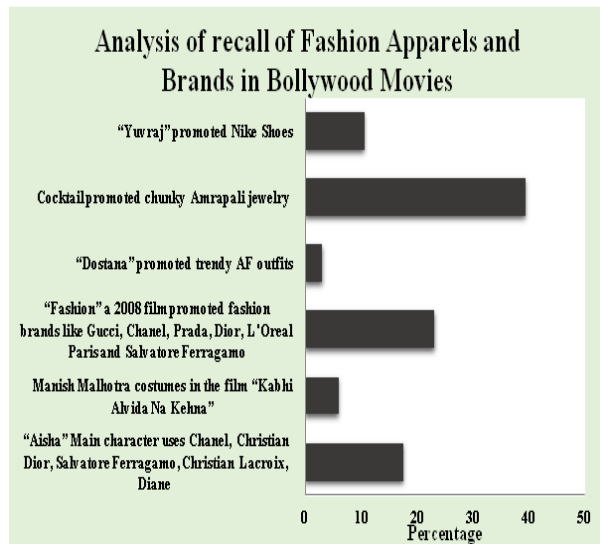


Figure 4.3.4

Out of a total of 450 respondents, 198 entries were found valid for processing. This is because in the sample size, it appears that not many are aware of fashion brands. It is observed that the maximum recall of 39.5% was for the recall of chunky Amrapali Jewellery promoted in a film "Cocktail" released in 2012. The success of the branded jewellery appears to be because of the main actress in the film Deepika Padukone. The next best percentage of 23.2 was for recall of fashion brands like Gucci, Chanel, Prada, Dior, L'Oreal Paris and Salvatore Ferragamo in the film "Fashion" released in 2008. Many of the brands were actively promoted by the main actress in the film Kangana Ranawat.

4.3.5 Descriptive statistical analysis for Recall of Food Items and Brands in Bollywood Movies :

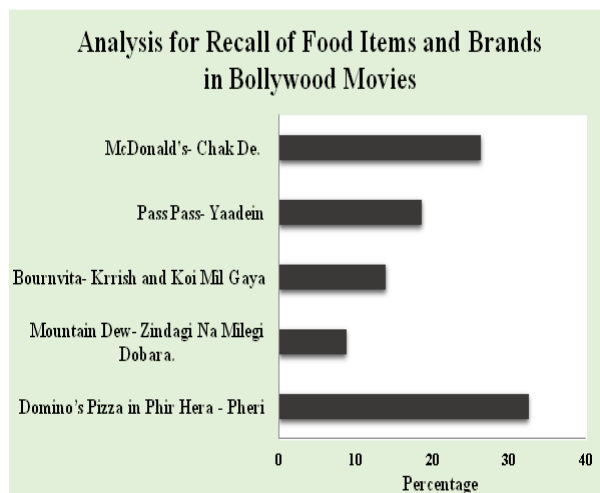


Figure 4.3.5

Out of a total of 450 respondents, 244 entries were found valid for processing. It is observed that the maximum recall of 32.5% was for the recall of Domino's Pizza's in the film "Phir Hera – Pheri". The reason may be the immensely popular film. The next best percentage of 18.6 was for recall of Pass Pass, a very popular mouth freshener with ingredients like Dry dates, Saunf, Coconut, Saffron and Dhania seeds. The film "Yaadein" released in 2001 was equally popular.

5.CONCLUSION

The number of advertisers employing placement of products through Bollywood / Hollywood movies as a marketing technique to communicate the organization's message has been increasing since the last decade. Calculating the maximum number of placements in a movie to avoid saturation, finding the optimum number of times the placement of a brand / product can be repeated, studying the effect of avoiding competing brands, finding the optimum duration for which a product should be exposed or finding the suitable levels of prominence for brand exposure are some research areas that future researchers should focus. It is also possible that a judicious mix of Placement of Products in Movies and TV commercials can yield better results. It is extremely important to know where the product is being placed, who would be using it and what the storyline is like at that time to determine consumer behaviour about the placement. Careful analysis and market research could be done prior to exposing the whole market to it in order to abstain from any sort of negative effects. Consumer behaviour towards the product and brand will be influenced by the story, the placement and most importantly by the person using the product. If used by well-known celebrities and introduced subtly, the sales of the product can boost at a very fast rate. Whereas, forceful entry and repeated exposure to it might create a negative image in the consumers' mind. Hence, Product placement in movies and television shows if done correctly can immensely help the company boost its reputation and sales. The biggest challenge in today's world is to educate the customer on how to use the product rather than simply making him aware of the product. Placing it in movies and shows and getting the artists to use the products can be seen as a very effective method

to educate the customer regarding the way to use a product. Thus, here product placement is indirectly acting as a demonstration lecture for a product hence saving the company added initiatives to make steps easier and discrete.

Consumer behaviour has been changing with time and it depends on many factors. The acceptability of Placement of Products depends on many factors such as culture and viewing frequency etc. The results of study also shows that presentation of the brand/ product in the Bollywood movie not affects attitude towards the brand/ product is due to demographic factors such as gender, age, education, income and profession of the potential consumers. The contribution of Placement of Products towards a consumer's decision to use the product depends on how the product is portrayed in the film or television show. Further results of present study suggest that Placement of Products in specific genres of Movies or TV shows will have different impact on viewers' attention. Negative portrayals can discourage the viewer from using the product The viewer should be informed with a very clear choice of Placement of Products in a movie or television show and how they can benefit both the producer and the consumer. He must be also informed that only if the placement is done in an appropriate manner it will attract the consumers' attention and manages to develop a positive attitude for the product in the viewers mind. That will also help in brand retention and recall.

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