

An Empirical Study of Effectiveness of Product Placement in Hindi Movies Compare to Television Shows

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ABSTRACT

The aim of the study is to find effectiveness of product placement in movies compared to TV shows. In this Integrated Marketing Communication era, organisations are willing to take more attention for their products and promotions. So they are moving with the new advertising concept – product placement. In this paper, researchers try to compare the two tools of product placement and through which identify which one gets more attention and more attraction for buying behaviour.

This study comprises samples of 250 consumers who are studying in post graduation and who watch Hindi movies and TV shows. The researchers have conducted research with five films and TV shows namely Golmaal 3, Tees Mar Khaa, Break ke Baad, Badmash Company, Band Baaja Barat and DID Doubles, Big Boss, Master Chef India, Jalak Dikhla Jaa and Comedy Circus. Data has been collected by the use of questionnaire, and the target audiences are PG college students. This research paper has implications for both academicians and practitioners which include the advertising agency people, the media planners, the brand managers, the film scriptwriters and producers for developing strategies to increase the use of product placement as a tool for brand communications. The paper also highlights the future research direction in this area for Indian brand managers and academicians.

Keywords: Product Placement in Movies, Television Shows.

INTRODUCTION

A product placement is the inclusion of a product, brand name or the name of the firm in a movie for increasing memorability of the brand and instant recognition at the point of purchase. It is an advertising technique in which the companies pay a fee or provide service in exchange for a prominent display of their product.

Product placement appears in plays, film, television series, music videos, video games, and books. Product placement occurs with the inclusion of a brand's logo in shot, or a favourable mention or appearance of a product in shot. This is done without disclosure, and under the premise that it is a natural part of the work. Most major movie releases today contain product placements. The most common form is movie and television placements and more recently computer and video games.

The phenomenon of zipping and change in the television usage behavior due to surfing during commercial

breaks has reduced the effectiveness of the television commercials. Similarly the commercials on cinema halls are found to be of low involvement as the audience takes them as blocks between the reasons of visiting the cinema hall and the time available to them for entertainment. So the brand communication and the entertainment products are viewed differently by the audience in both the media. Brand placement provides an opportunity where the involved audience gets exposure to the brands and products during the natural process of narration of the movie or television commercial. The audience can undertake multitude of working while observing the television program at a home setting which may affect the degree of attention span of the audience and hence reduce the overall effectiveness of the medium for enhancing brand memory. Quite contrast to this is the movie going behaviour where the audience makes a voluntary choice for viewing (exposure) at a cost (financial, time, and opportunity cost) for the purpose of entertainment. It has been observed from research that brand recall for

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commercials shown during the television programs with higher level of TRPs are very poor due to the channel switching behaviour (Fourier and Dolan 1997). High level of media clutter, similarity of programming across channels, channel switching behaviour are the factors responsible to generate sufficient level of research interest among researchers at the practice of brand placements in movies.

It is very important to expose the product only to the target audience. A good marketer should first identify the target market based on geographic segmentation and demographic variables or may be even both.

The Indian film industry is the largest in the world. Now, aided by technological advancements, the industry is set to take a further leap – across production, exhibition and marketing. In such a scenario, product placement in mainstream films deserves a renewed focus because as a marketing communication tool, it is fast emerging as the medium with maximum potential to capture and covert audiences to potential consumers. This is especially relevant in a world where traditional media vehicles are increasingly failing to reach the consumers for various reasons.

Product placement has come as a blessing in disguise for both, the brand and the filmmaker. Through it, the brand managers get the clutter breaking opportunity to look beyond the 30 sec TV commercial and the filmmaker gets to earn huge revenues by just showing the brand being used by protagonist or let it exist in the background.

Brand recognition and comprehension versus brand recall and its effect on purchase behavior, it seems brand recognition as a measure is more objective in character than brand recall. Recognition describes the form of memory that requires a person to judge whether or not a stimulus, located in a set of distracting stimuli. (Bettman, 1979). Unaided recall exists when people retrieve information from memory without any assistance. Recognition is considered a measure of unaided recall, and more important than aided recall. (Gupta and Lord, 1998) have studied the impact of product placement on brand recognition: the impact of various product-placement categorization (prominent vs. subtle) and product-placement mode (visual, audio and audio-visual). Brand awareness is the primary goal of advertisers in product placement; memory-based awareness measures such as recognition or recall are appropriate (Nelson,

2002). Short term memory immediately after exposure, as well as consumer evaluation of product placements was tested.

LITERATURE REVIEW

Product placements in movies are nearly as old as cinema itself (Turner, 2003; Newell and Salmon, 2004). It consists in putting a product and/or a brand into a movie scene where it can be seen and/or its name heard. The placement can either be paid by the advertiser or result in an exchange of products and/or services such as logistics facilities (Karrh, 1998). Ford paid 30 to 40 millions dollars to place an Aston Martin cars in the James bond named Die Another Day (2002) (Lehu, 2006). But Virgin Cola just gave his product and has not paid to be shown in La boite (2001) from Claude Zidi. Mainly since the end of the 1980', several researches have contributed to a better understanding of this communication technique coined as "hybrid" by Balasubramanian (1994) since it combines several media techniques. Its positive effect on attitude (Fontaine, 2005), behaviour (Daugherty and Gangadharbatla, 2005), and especially its potential impact on brand recall (Brennan, Dubas and Babin, 1999; d'Astous and Chartier, 2000) represent the main core of the research knowledge.

Confronted to media fragmentation and audience scattering on the one hand (Deloitte, 2005) and to the soar of electronic video devices allowing to skip commercials (O'Neill and Barrett, 2004) on the other hand, advertisers are more and more looking for other opportunities to expose their products and their brands in front of their consumers eyes, preferably in the most favourable condition. As product placement in movies seems to be well accepted (O'Reilly et al., 2005), and since it is comparatively much less expensive than a 30-second TV spot and can also be more efficient (Jaffe, 2005), it is more frequently used for an exposition on TV after the exposition at theatre. According to this long term objective the main purpose to reach a brand recall and improving brand image remains.

METHODOLOGY

In this study, data collected was a part of large study aimed to identify the effectiveness of product placement in hindi movies compare to TV shows. Researchers focus mainly three type of product placement: implicit product placement, integrated explicit product placement, and non-

Table 1: Respondents' Demographic Profile

	<i>Demographic Characteristics</i>	<i>Frequency Movies</i>	<i>Frequency TV Shows</i>	<i>Percentage Movies</i>	<i>Percentage TV shows</i>
Gender	Male	82	84	65.60	67.20
	Female	43	41	34.40	32.80
Age	Under 18	00	00	0.00	0.00
	18 to 20	15	06	12.00	04.80
	21 to 24	107	114	85.60	91.20
	25 to 29	03	05	2.40	04.00
	30 and Above	00	00	0.00	0.00
Education Qualification	Under Graduate	05	01	04.00	0.80
	Graduates	43	40	34.40	32.0
	Post Graduates	77	84	61.60	67.20
	Others	00	00	0.00	00.00
Occupation	Student	123	124	98.40	99.20
	Housewife	02	00	01.60	0.00
	Employee	00	00	0.00	0.00
	Businessman	00	01	0.00	0.80
	Other	00	00	0.00	00.00

integrated explicit product placement. For this research, survey approached was adopted. Number of respondents for data analysis was 250. Researchers selected students who are studying in MBA and their age between 18 to 29 years. Researchers choose this segment because this generation would become a decision maker for purchasing a product or services in future. Convenience sampling method is adopted for data collection.

Researcher has developed two different questionnaires for this paper, one for TV shows and another for Hindi movies. The questionnaire was divided into three parts as demographic details, attitude measurement and awareness. Each answer for attitude measurement was recorded into 5 point likert scale, strongly agree to strongly disagree.

Data Analysis and Major findings

Table 1, summarized the respondents' demographic profile. Table 1 shows that the result dominated by male for the movie (n=82, 65.60 percent) and for TV shows (n=84, 67.20 percent) with only female for movies (n=43, 34.40 percent) and for TV Shows (n=41, 32.80 percent). Majorly respondents are youngsters falling between the age of 21 to 24 (for movies n = 107, 35.60 percent & for TV shows n = 114, 91.20 percent).

Comparison of Product Placement's Attitude

Ho: There is no significant difference of product placements placed in movies or TV shows as far as following statements are concerned.

H1: There is a significant difference of product placements placed in movies or TV shows as far as following statements are concerned.

From the T test table, one can see that most of respondents do not reject that there is no significant difference of product placements placed in movies or TV shows. These results say that the attitude of respondents towards the product placement in movies or TV shows is different. There are chances in change of attitude due to the frequency of the seeing movies or TV shows. People can see movies two – three times as per their liking or interest. They can see it on DVDs but it almost depends on the movie's story and its rating. Sometimes there are chances to not notice the product which is placed in movies for advertising. Same as in TV shows, people see the shows as per their interest. Advertising company can target those TV shows whose TRPs are high. It will help to reach more number of audiences. In now-a-days, the reality shows are most favourites, so the company can target the reality shows for product placement.

Table 2: Independent Samples Test

	<i>t-test for Equality of Means</i>						
	<i>T</i>	<i>df</i>	<i>Sig. (2-tailed)</i>	<i>Mean Difference</i>	<i>Std. Error Difference</i>	<i>95% Confidence Interval of the Difference</i>	
						<i>Lower</i>	<i>Upper</i>
Don't Like to see PP as an Advertising purpose	-3.307*	248	.001	-.544	.164	-.868	-.220
	-3.307**	247.970	.001	-.544	.164	-.868	-.220
Avoid watching movies if knew in advance that brands are placed as an advertising purpose	-2.809	248	.005	-.440	.157	-.749	-.131
	-2.809	244.689	.005	-.440	.157	-.749	-.131
Prefer to watch movies without PP	-2.464	248	.014	-.408	.166	-.734	-.082
	-2.464	247.362	.014	-.408	.166	-.734	-.082
Don't Mind if Manu. receives money for PP	.338	248	.736	.056	.166	-.271	.383
	.338	237.054	.736	.056	.166	-.271	.383
Don't mind if brand names appears in movies	.330	248	.742	.056	.170	-.278	.390
	.330	245.083	.742	.056	.170	-.278	.390
Consider PP as an advertising in disguise.	-.763	248	.446	-.104	.136	-.372	.164
	-.763	247.887	.446	-.104	.136	-.372	.164
Brands name appears in movies is usually in a paid form	-2.102	248	.037	-.328	.156	-.635	-.021
	-2.102	247.871	.037	-.328	.156	-.635	-.021
Brands name should not in movies if there is promotional purpose	-.934	248	.351	-.144	.154	-.448	.160
	-.934	238.737	.351	-.144	.154	-.448	.160
Manufacture are misleading by disguising brands in movies	-.055	248	.956	-.008	.145	-.294	.278
	-.055	247.354	.956	-.008	.145	-.294	.278
unethical for movie producers to influence the audience by brand name in movies	1.703	248	.090	.256	.150	-.040	.552
	1.703	247.832	.090	.256	.150	-.040	.552
Influenced by the brands	-.445	248	.657	-.064	.144	-.347	.219
	-.445	244.017	.657	-.064	.144	-.347	.219
Subconsciously influenced by the brands see in movies	.315	248	.753	.048	.152	-.252	.348
	.315	247.944	.753	.048	.152	-.252	.348
PP in movies should be relevant to the movie's story	-.239	248	.811	-.040	.167	-.370	.290
	-.239	247.992	.811	-.040	.167	-.370	.290
PP in movies would make want to buy the product	-1.523	248	.129	-.216	.142	-.495	.063
	-1.523	246.146	.129	-.216	.142	-.495	.063
PP in movies might make want to use the product if it is associated with favorite actor	1.395	248	.164	.208	.149	-.086	.502
	1.395	246.245	.164	.208	.149	-.086	.502
Prefer to see brands placed within a movie than the traditional adverts	2.400	248	.017	.360	.150	.065	.655
	2.400	246.321	.017	.360	.150	.065	.655

*Equal variances assumed, ** Equal variances not assumed. It is applied for entire Table 2

IDENTIFY RELATIONSHIP BETWEEN FAMILIARITY OF PRODUCT PLACEMENT IN MOVIES/TV SHOWS AND MOVIES/TV SHOWS' GENDER OF RESPONDENT

(Note: For identifying familiarity proportion, researchers use the very familiar and familiar scale.)

For Movies

H₀: P₁=P₂: There are no differences for familiarity about product placement between male and female as far as movies are concerned.

H₁: P₁>P₂: Males are more familiar about product placement than females as far as movies are concerned.

Testing hypothesis at 0.05 significant level.

Interpretation

This result (Z-calculated value :0.4802) shows that the standardized difference between the two sample proportions lies well within the acceptance region and the companies should accept the null hypothesis that there is no differences for familiarity about product placement between male and female as far as movies are concerned. Therefore, company can choose the generalized product for all kind of users and not just gender-based product or services.

For TV Shows

H₀: P₁=P₂: There are no differences for familiarity about product placement between male and female as far as TV shows are concerned.

H₁: P₁>P₂: Males are more familiar about product placement than females as far as TV shows are concerned.

Interpretation

This result (Z-calculated value: 2.7684) shows that the standardized difference between the two sample proportions lies in the rejection region (i.e. in 0.05 area right side tail) so companies should reject null hypothesis. It means males are more familiar about product placement than female as far as TV shows are concerned. Therefore, if company wants to choose to do product placement in TV shows then they should use gender-based products or services and they can focus on masculine products or services for better results.

RESPONDENTS RECALL ABILITY FROM MOVIES AND TV SHOWS

For knowing recall ability, researchers used five movies and five TV shows by proving multiple options. From that the respondents have to recall right product placement in movies and tick mark that right option. For the movies, researchers used Golmaal 3 (implicit product placement), Tees Maar Khaa (integrated explicit product placement), Break ke baad (integrated explicit product placement), Badmash Company (integrated explicit product placement) and Band Baaja Baarat (implicit product placement). Over here respondents rightly recall

Table 3: PP Had Influence on Purchase

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Yes	77	61.6	61.6	61.6
	No	48	38.4	38.4	100.0
	Total	125	100.0	100.0	

Table 4: PP Had Influence on Purchase

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Yes	71	56.8	56.8	56.8
	No	54	43.2	43.2	100.0
	Total	125	100.0	100.0	

Table 5: Purchase Product by Getting Inspired From PP

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Yes	21	16.8	16.8	16.8
	No	104	83.2	83.2	100.0
	Total	125	100.0	100.0	

Table 6: Purchase Product by Getting Inspired from PP

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Yes	46	36.8	36.8	36.8
	No	79	63.2	63.2	100.0
	Total	125	100.0	100.0	

products, 68%, 79%, 71%, 75% and 51% respectively. For TV shows researchers used Jhalak Dikhala Jaa (implicit product placement), Master Chef India (implicit product placement), Comedy Circus (non-integrated explicit product placement), Big Boss (non-integrated explicit product placement) and DID Doubles (implicit product placement). In these respondents were able to identify 40%, 80%, 62%, 39% and 58% respectively. By these data researchers can say that company could use movies as a best option for product placement due to high recall ability than the TV shows. (Note: in brackets type of product placement shows which were used in particular movie or TV shows)

The Product Placement Had Influence on Purchased of Products

From Movies

Interpretation:

From Table 3 one can easily identify that 61.6% of the people are influenced by product placement.

For TV Shows

Interpretation:

From Table 4 one can easily identify that 56.80% of the people are influenced by product placement.

People are Actually Purchased the Product After Getting the Inspired.

For Movies

Interpretation:

From Table 5 researchers can say that only 21 people out of 125 respondents are getting inspired for purchasing the product.

For TV Shows

Interpretation:

From Table 6 researchers can say that only 46 people out of 125 respondents are getting inspired for purchasing the product but it is higher than the movies' respondents. By comparing both, researchers can say that the advertise company choose the TV shows for product placement because TV shows give more positive response than the TV shows.

CONCLUSION

Researchers found that success of the product placement depends on the type of the product placement. Through the research, the integrated explicit product placement is appropriate and high number of respondents correctly notices and easily recalls the placed product in movies and/ or TV shows. The company can choose the TV shows over movies if it wants to inspire to purchase their products by showing clearly their brand name in TV shows. Mostly TV shows respondents are getting inspired to purchase the products, and in comparison to movies respondents, TV shows respondents purchase the product actually. So the company can choose the TV shows as a product placement.

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