

An Experimental Investigation of Effects of Media Type and Plot Connection on Brand Placement Effectiveness

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Abstract

The present study represents experiments on brand placement effectiveness in Bollywood movies and TV reality and shows considerable varying levels of plot connection of the placed brand. A 2 (media type: Bollywood movies vs. TV reality shows) × 2 (Plot connection: low vs. high) full factorial experimental design was adopted. A multivariate analysis of covariance was used. It identified both main and interaction effects. The results revealed that audiences' responses towards brand placement vary with regard to different types of media and varying levels of plot connection. The current research contributes to the literature as it validates that different media types and varying levels of plot connection of brand placement can influence the brand placement effectiveness. Most audiences showed a positive change in brand attitudes and purchase intention towards brand placement in Bollywood movies and TV reality shows. However, for brand placement effectiveness, it can be concluded that a Bollywood movie is the best media vehicle to place brands. Marketers and brand managers should mostly focus on highly integrating brands into the plots of the Bollywood movie so that brands are easily noticeable and therefore, tend to draw higher consumer responses.

Keywords: Brand Placement, Bollywood Movies, TV Reality Shows, Brand Attitude, Purchase Intention

Introduction

Brand placement has become big business because of growing importance of entertainment in the lives of audiences (PQ Media, 2015). Marketers are integrating brands of all types into movies, TV programs, social media, video games, music, and YouTube videos hoping to produce effective promotion (Chen, Lin and Yeo, 2013; Andrews and Shimp, 2017). Researches are showing a

growing trend towards brand placement (Al-kadi, 2013; Guennemann and Cho, 2014; Dens, De Pelsmacker and Verhellen, 2018). Advertisers and brand managers are searching distinct types of media formats to incorporate their brands to target their audience (Clark, Black and Judson, 2017). However, movies are one of the important and effective media to reach out to consumers (Xing and Yu, 2017). Meanwhile, movies as a medium give an excellent opportunity to marketers to place their brands and potential to connect emotionally with consumers (Bocheer, 2013). Conversely, Bollywood movies offer the perfect media platform for brand placement and brands are increasingly placed in movies to influence audiences' brand attitude and purchase intention (Eisend, 2009).

Besides movies, TV in India has been one of the most important advertising media. However, because of the media fragmentation (Chan, 2012), constant increase of advertising clutter (Jurca and Madlberger, 2015), and the increasing price of TV advertising (Shimp and Andrews, 2013), the future of the TV advertising has become a subject of debate among scholars and practitioners (Lynch, 2015; Kononova, Joo, Lynch and Kim, 2017). Russell (2002) claims that in order to remain competitive, marketers should use more efficient and unobtrusive tactics while targeting today's highly sensitive audiences. In this context, brand placement in Bollywood movies (Kureshi and Sood, 2011) and TV reality shows has become one of the most effective media types to reach out to the audiences. The present study will focus on measuring brand placement effectiveness in Bollywood movies and Indian only. TV reality shows in India continue to sizzle with the launch of new TV reality shows (Tessitore, Pandelaere and Van Kerckhove, 2014).

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A handful of TV reality shows on the TV not only thrills audiences, but also strikes their emotional chords (The Times of India, 2015). Bigg Boss, KBC, and Dance Plus are proving to be such TV reality shows. In addition, just like movies, TV reality shows are available online and watched many times over and consequently; brands are increasingly being embedded in TV reality shows (Kong and Hung, 2012).

Brand placement, also called as product placement (Marchand, Hennig-Thurau and Best, 2015) often used interchangeably (Fontaine, 2006; Nelson and Deshpande, 2013; Gillespie, Muehling and Kareklas, 2018), is an increasingly important tool in the communication strategy of brands (Karniouchina, Uslay and Erenburg, 2011). In this paper, we will refer to the practice as “brand placement”. According to Kramolis and Drabkova (2012), brand placement is defined as “marketing integration of a product or brand into a movie or TV program in order to avoid conventional advertising”. Based on the degree of the connection of a brand with a plot, brand placement is of two types: high plot connection and low plot connection (Russel, 1998). According to Russel, 2002, high plot connected brand placements are closely tied to the plot whereas just a mention of the brand or a brief appearance of the brand on the screen would be considered lower plot connection. Plot connection is the key characteristic of brand placements that may influence their effectiveness (Russell, 2002; Balasubramanian, Karrh and Patwardhan, 2006).

The objective and contribution of this research is to examine the influence of media type and plot connection on brand placement effectiveness among Indian audiences. In other words, the author aims to identify effective strategies and ways to improve brand placement effectiveness in Bollywood movies and TV reality shows. In India, limited research of brand placement effectiveness in TV reality shows has been done; hence, this study is one of its kind to understand the increasing use of brand placement and its effectiveness in TV reality shows. The main purpose of the study is to understand the effectiveness of brand placements in Bollywood movies and TV reality shows in India by investigating the effect of media type and plot connection on audiences’ brand attitude and purchase intention. The present study focuses on measuring brand placement effectiveness in Bollywood movies and TV reality shows considering varying levels

of plot connection of the placed brand. The present research contributes to the work of brand placement by unravelling the effects of media types, plot connections, and their interaction on viewers’ brand attitude and purchase intention towards the placed brand in Bollywood movies and TV reality shows. The study also enlightens advertisers and marketing managers on brand placement effectiveness in two different media types in context of varying level of plot connection. Therefore, providing marketers with useful insights on how to enhance brand placement effectiveness in growing media types such as Bollywood movies and TV reality shows. The study is particularly appropriate because of the growing use of new media types for marketing of brands; in particular, through brand placement on TV reality shows.

Literature Review

Brand placement is one of the significant and new differentiation strategies for brands and products, which is also a solution to the need to break through advertising jumble (Wilson and Till, 2011). Brand placement is applied with similar impressions to advertising, such as increased awareness, increased interest, increased intention to purchase, and changed behavior, but with different perspectives (Guennemann and Cho, 2014). Studies also suggest that brand placement in movies is an effective way to market brands on a worldwide basis with a similar strategy (Srivastava, 2015; 2018).

Brand Placement Effectiveness

Brand placement effectiveness can be defined as “developing a positive attitude toward the product or brand” (Panda, 2004) and measuring the brand placement effectiveness in different entertainment medium is substantial for measuring the rates that brand-holding companies should pay for the brand placement. Although many studies have been published (Kureshi and Sood 2011; Hang, 2014; Srivastava, 2015; 2018, Chan, Petrovici and Lowe, 2016), there are still a lot of questions about the brand placement effectiveness and its influence on audiences’ responses especially in emerging economies like India (Srivastava, 2018). The available research on brand placement is generally focussed on studying the effects on memory-related measures rather than on attitudinal or behavioural measures (de Gregorio

and Sung, 2010). The current study adopts the same procedure as followed by Chan et al., 2016. Hence, Brand attitude and purchase intention were used as indicators of brand placement effectiveness.

Brand Placement and Media type

Brand placement has created a new way of communication by using media like movies and TV. Greater numbers of advertisers are looking for alternatives to traditional advertising avenues, in search of more effective ways and avenues to reach an ever-elusive audience. Bollywood movies are a prominent medium of entertainment in India. A Bollywood movie without any brand placement present is rarely seen nowadays. Brand placements are growing in Bollywood movies nowadays. However, Bollywood movies are not the sole medium used for brand placement in India. Nowadays, many brand placements can be found in TV reality shows (Patel and Chauhan, 2013), music videos (Burkhalter, Curasi, Thornton and Donthu, 2017) and videogames (Vashist, 2018). TV reality show is a new avenue of reaching the audience in India. The marketers have been able to display their brands successfully in various TV reality shows such as Big Boss, KBC, Dance Plus and so on. Reality TV is one of the most frequently watched popular TV programming and receive huge appreciation (Patino, Kaltcheva and Smith, 2011; 2012).

Contradictory results regarding impact of medium on brand placements effectiveness are evident. In an earlier study, it was found that media type has no significant effect on brand placement effectiveness (Ong, 2004). They claim that audiences do not make a distinction by medium. However, van Reijmersdal, Jansz, Peters and Van Noort (2010) and Guennemann and Cho (2014) revealed that media/program type have a significant effect on the brand placement effectiveness. Confounding results were found, hence there is relevance of the present research.

Recently, it was found that brand placements in movies affect consumer's perceptions about brands and overall brand image appears to affect purchase decision-making (Guennemann and Cho, 2014). Conversely, Goldberg and Gorn (1987) claim that TV shows that elicit more positive emotions produce more positive responses; thus, resulting in greater perceived advertising effectiveness.

Additionally, Sung and de Gregorio's (2008) findings demonstrate that opinions regarding movie and TV show placements tend to be rather similar and more positive than those dealing with music and video games. However, it cannot be concluded that there are no differences in attitudes across different media types. Similarly, Ong (2004) in an online research claim that respondents did not appear to differ in their attitudes towards brand placements in movies and in TV shows. However, they found that situational comedies provide greater flexibility for brand placements (than movies). On the other hand, Shavitt, Vargas and Lowrey (2004) argued that audiences' attitudes towards advertising depend on the type of media and audiences are more favourable for print advertisements than for radio or TV commercials. Furthermore, Sung and de Gregorio's (2008) findings imply that brand placements in music and video games are less acceptable than within movies and TV programs but attitudes towards brand placement are overall positive across various media types. Based on the provided discussion, the following hypothesis is offered.

H1: There is a significant impact of media type (Bollywood Movies/TV Reality Show) on brand placement effectiveness

Brand Placement and Plot Connection

The most usual way to integrate brand placements into media is to use either just visual only or audio-only placements (Wilson and Till, 2011). According to Russell (2002), brand placement can be categorized in to three dimensions: visual, auditory, and plot connection. Plot connection is the degree to which a placement is connected with the plot or storyline of the movie or program (Russell, 1998). In such a placement, the brand or the product becomes a part of the plot or takes a major role of the storyline. Studies have shown that a brand placement's connection to the plot significantly influences viewers' attitude towards the placed brand (d'Astous and Seguin, 1999; Russell, 2002). In the context of brand placements, as the degree of plot connection becomes stronger, the shared associations between a movie's plot and the brand increase, and so does the diagnosticity of the movie for influencing attitudes towards the placed brands. That is, one may expect a positive relationship between the degree of plot connection and brand attitudes

(Dens et al., 2012). Russell (2002) revealed that visual and audio methods of brand presentation in dramas and plots are increasingly consistent; they are better able to increase the positive attitudes among viewers towards brand placement. However, the author also found that low plot connected placements do not make any bigger differences to the story while prominent plot connected placements can have a major impact of the story, e.g., building up a character as a person. Chen, Lin and Yeo (2013) revealed that placements highly connected to plots formed superior brand attitudes among viewers. Similarly, Russell (2002) revealed that placements highly connected to plots resulted in higher purchase intention. Overall, this study revealed that high levels of plot connection had an entirely positive influence on the advertising effectiveness of brand placements. Moreover, Olsen and Lanseng (2012) demonstrated that brands that play an important role in the story (high plot integration) are more favorably evaluated than less prominently placed brands (low plot integration). Yoon, Choi and Song's (2011) results suggest that placements that were loosely integrated with movie plots increased negative feelings towards the placed brand and increased positive feelings towards competing brands. Therefore, from the previous discussion, the following hypothesis emerges.

H2: There is a significant impact between plot connection (high/low) and brand placement effectiveness

Interaction of media type and plot connection

Given the fact that brand placements can be uncertain, there is no universal agreement about what makes brand placements effective. Application of brand placement has

received more attention among marketers because of the development of growth of diverse media types. Numerous brands are frequently placed in various media formats. There may be differences in terms of how placements of brands in different media types (Bollywood movies/TV reality shows) with varying levels of plot connection are noticed, perceived, and remembered by viewers. To what extent brand placement effectiveness varies for different media types (Bollywood Movies/TV reality show) with respect to varying level of plot connection is not known yet. For this purpose, interaction of impact of media type and plot connection on brand placement effectiveness among Indian audiences is next examined by framing the following hypothesis

H3: Brand placement effectiveness will be significantly different for varying levels of plot connection and this effect will be significantly different across different media types

Methodology

Design

A 2 (media type: Bollywood movies/TV reality shows) \times 2 (Plot connection: low/high) full factorial experiment design was adopted. First, content analysis was conducted to identify high and low plot connection brand placements in recently released Bollywood movies and TV reality shows. Finally, four brand placements, two from Bollywood movies and two from TV reality shows were selected to create experimental stimuli. Multiple Bollywood movies/TV reality shows were used to diminish the probability that any results were due to the certain characteristic of any one movie/reality show (Peters and Leshner, 2013).

Table 1: Experimental Setup

Media Type	Plot Connection	
	High	Low
Bollywood movie	Bollywood Movie/High Plot	Bollywood Movie/Low Plot
TV Reality show	TV Reality Show/High Plot	TV reality Show/Low Plot

Pre-test and Stimulus selection

Pre-tests was performed to select four brand placements from recent Bollywood movies and TV reality shows

that were deemed to be low and high in plot connection. Two Bollywood Movie and two TV reality shows were finally selected. Past studies on brand placement (Balasubramanian et al., 2006; Matthes, Schemer and Wirth, 2007; Homer, 2009; Wilson and Till, 2011) used

short video clips of movies or TV programs, as stimuli. We followed the same methodology of above-mentioned authors who showed short video clips of the film/TV programs to measure brand placement effectiveness. Two Bollywood movies and two TV reality shows were used for this study; it was necessary to edit them. Four short video clips of 20-min length were created. Considerable effort was given to the editing process to ensure that the final 20-min segments made sense to audiences and all edited changes were comparatively seamless. In addition, actual Bollywood movies/TV reality show clips increased the realism and generalizability of the study.

The brand placements that were finally selected were high and low plot placements in nature and included *Kama Sutra* condoms in *PK* (2014), high in plot connection; *Haldirams* (snacks) in *Prem Ratan Dhan Paiyoo* (2015), low in plot connection; *HYUNDAI (Grand i10)* in *Dance Plus 3* (Season 3, 2017), high in plot connection - *LAVA Mobile* in *The Kapil Sharma Show* (Episode 123; 2017), low in plot connection. Different brands from different product category were selected in each experimental condition in order to decrease possible adulteration of the results and memory interference by previous exposure to the product category (Burke and Srull, 1988; Dens et al., 2012). The brand placements included a variety of both audio and visual placements that were deemed to be high and low plot placements in nature (Dens et al., 2012; 2018).

Manipulation of Research Stimuli

Before conducting the main experiments, the stimuli were pretested to 10 marketing scholars and academicians. Level of plot connection was evaluated on a single-item question with 5-scale points ("Please indicate how well brand placement is connected into the plot"). Overall, respondents were able to identify that brand placements have low ($M = 1.87$, $SD = 0.40$ - Low plot placement) to high ($M = 4.33$, $SD = 0.55$ - high plot placement) connection into a plot. Overall, the manipulation checks indicated that selected stimuli for all the four experimental conditions (2 high plot and 2 low plot placements), and manipulations were effective. This experimental

method offers face validity for the experimental stimuli. In addition, there was no need for a control group to compare the brand attitude and purchase intentions as brand placement improves higher degree of brand attitude and purchase intentions compared to the past (Srivastava, 2016; 2018).

Research Sample

The total sample consists of 112 subjects (59.7% Male, Mage = 21 yrs.) who were recruited from the Departments of Business and Commerce studies of a large urban university. Almost 28 participants represented each experimental condition and sample size was equal in each experimental condition. Student samples were appropriate as they were previously used in brand placement research and are the main target for brand placement (Peters and Leshner, 2013; Srivastava, 2018). Moreover, the demographics for movie and TV reality shows tend to gauge young consumers, making a student sample most appropriate (Carter, 2008). Further, studies indicate that 18 to 35-year olds are more receptive to brand placement than other age groups (Hall, 2004).

Research Measures and Procedures

The current study adopted brand attitude and purchase intention as indicators of brand placement effectiveness; the same variables have been previously used as indicators of brand placement effectiveness by Chan, Petrovici and Lowe (2016). All the variables were assessed using a 7-point Likert scale (ranging from completely disagree to completely agree). The questionnaire was primarily adapted and further modified to maximize their fit. Eleven research experts in The Business School from the same university, where the experiments were conducted, evaluated the scales in order to ensure its content validity. Reliability assessment showed that all the scales had adequate Cronbach's α 's above 0.80 (see Table 2) and indicate acceptable internal consistency. Table 2 presents the Cronbach's alpha for each scale used in this study.

Table 2: Reliability Coefficients of the Multi-item Constructs

Construct	Cronbach's α	
	Bollywood Movie	TV Reality Show
Brand attitude (Chan et al., 2016; Nagar, 2016)	0.81	0.83
I like the brand placed in Bollywood movie/TV reality show. The brand placed in Bollywood movie/TV reality show is favourable The brand placed in Bollywood movie/TV reality show is appealing The brand placed in Bollywood movie/TV reality show is attractive The brand placed in Bollywood movie/TV reality show is pleasant		
Intention to purchase (Smith et al., 2008; Chan et al., 2016)	0.91	0.89
I will search for information on the brand I will look for the brand in the store I will choose the brand		
Program liking (Dens, et al., 2012)	0.80	0.91
I don't regret watching the movie/program I like the movie/program The movie/program I just watched is good movie/program. I like the story of the movie/program I just watched.		

Most of the brand placement research was conducted in a laboratory, using students as subjects (Srivastava, 2018). Therefore, a laboratory-based experiment was adopted in the current study. A laboratory-based experimental setting enabled the manipulation and control over the allocation of research stimuli. Participants were randomly assigned to one of the four experimental conditions. Then, participants were requested to watch a 25-min short video clip of Bollywood movie or TV reality show, which contained only one brand placement scene. Participants were exposed to the stimuli in a less artificial setting and effect from the researcher was curtailed. The participants were not told about the purpose of the study (Brand placement research). Subsequent to being presented experimental condition, questionnaire was distributed and subjects reported their demographic data, brand attitude, purchase intention of the placed brand and program liking. Program liking was used as a covariate.

In addition, by using a filter item (*Have you seen the movie/ reality TV show before?*), authors ensured that no participant had prior exposure to Bollywood movie/ TV reality show. If participants answered positively, responses were considered invalid and omitted from the further analysis to ensure that this prior awareness would not be a bias to the results. Twenty-eight samples were collected for each experiment.

Data Analysis and Findings

A total of five of the most successful recent Bollywood movies and five TV reality shows were content analysed and brand appearances were identified. The content analysis showed that viewers are exposed to a considerable number of brands in both Bollywood movies and TV reality shows.

Table 3: Descriptive Statistics

	Media Type	Plot Connection	Mean	Std. Deviation	N
Brand Attitude	Bollywood Movie	High	5.4786	.54253	28
		Low	4.5939	.88426	28
		Total	5.0363	.85297	56
	TV Reality Show	High	4.3561	.39961	28
		Low	3.4250	.91663	28
		Total	3.8905	.84352	56

Purchase Intention	Bollywood Movie	High	5.2393	.60620	28
		Low	4.3375	.95836	28
		Total	4.7884	.91557	56
	TV Reality Show	High	4.2982	.60285	28
		Low	3.3929	.68051	28
		Total	3.8455	.78383	56

Source: Author's Analysis

Participants exposed to a brand placement in Bollywood movies had significantly higher degree of brand attitude and purchase intention as compared to participants exposed to brand placement in TV reality shows (see Table 3). Whether, Bollywood movies or TV reality shows, participants exposed to high plot connection showed higher degree of brand attitude and purchase intention as compared to low plot connection brand placements (see Table 3). Therefore, H1 and H1 are strongly supported.

Hypothesis Testing

A multivariate analysis of covariance (MANCOVA) was used and identified both main and interaction effects. There was an adequate (and approximately equal) sample size for each treatment group (Hair, Black, Babin and Anderson, 2010). The Wilks' Lambda statistic was used because it is immune to violations of the assumptions underlying MANCOVA (Hair, Anderson, Tatham and Black, 1998).

All of the observed powers were above 0.80, indicating that the sample size and the effect size were sufficient to detect any significant differences that existed beyond sampling error. As former literature has confirmed that program liking may influence audience brand attitudes and purchase intention towards placed brands (Lehu and Bressoud 2008; Dens et al., 2012). Program liking was used as a covariate in the current study. Program liking was found to be insignificant covariate, $F_{2,107}=2.821$, $\lambda=.007$, $p=0.63$ (see Table 4). Therefore, the findings showed that covariate program liking remained insignificant.

The hypotheses were tested via a 2×2 MANCOVA with media type (Bollywood movies/TV reality shows) and plot connection (Low/high) as the independent variables and brand attitude and purchase intention as the dependent variables. MANCOVA results indicate that media type

significantly influenced brand attitude and purchase intention ($F_{2,107}=40.535$, $\lambda=0.569$, $p=0.000$), (see Table 4) supporting H1. The relationship is in the expected direction, in that brand placement in movies leads to a higher brand attitude and purchase intention than brand placement in TV reality shows. However, media type has a marginal significant effect on brand attitude and purchase intention. Hence, H1 is slightly supported.

Further, MANCOVA analysis also indicated that plot connection has a significant effect on brand attitude and purchase intention ($F_{2,107}=29.631$, $\lambda=0.646$, $p=0.000$) (see Table 4). The high plot connection placements have higher brand attitude and purchase intention than a low plot connection brand placement irrespective of the media type; hence, supporting H2. Our results were in consistent with Dens et al., 2012. In addition, we found that low plot connection brand placement in Bollywood movies led to higher brand attitude and higher purchase intention as compared to low plot connection brand placement in TV reality shows. Furthermore, there is an insignificant two-way interaction between media type \times plot connection on brand attitude and purchase intention ($F_{2,107}=0.17$, $\lambda=1.000$, $p=0.983$) (see Table 4). Therefore, H3 is not supported.

The multivariate tests indicated significant main effects of media type and plot connection and insignificant interaction effect on the set of the dependent variables when considered collectively. However, the univariate tests indicated significant main effects of media type and plot connection on brand attitude and purchase intention (see Table 4). Further, univariate tests showed insignificant interaction effect media type and plot connection on the set of dependent variables when taken independently and univariate tests for program liking indicated insignificant effect on brand attitude and purchase intention (see Table 4).

Table 4: Multivariate and Univariate Results for Brand Attitudes and Purchase Intention

Multivariate/Univariate	Wilks' Lambda (λ)	F-value	Hypothesis df	p (sig.)	Error df	Partial Eta Square
Media type Multivariate	0.569	40.535 ^a	2	0.000*	107.0	0.431
Brand Attitude		70.812	1	0.000*		0.396
Purchase Intention		47.133	1	0.000*		0.304
Plot connection Multivariate	0.646	29.631 ^a	2	0.000*	107.0	0.356
Brand Attitude		44.462	1	0.000*		0.292
Purchase Intention		43.287	1	0.000*		0.286
Media*PlotCon Multivariate	1.000	0.17 ^a	2	0.983	107.0	0.000
Brand Attitude		0.029	1	0.865		0.029
Purchase Intention		0.000	1	0.990		0.000
Program Liking Multivariate	.989	1.322 ^a	2	0.269	107.0	0.011
Brand Attitude	.611	.950	1	0.331		0.004
Purchase Intention	1.785	2.620	1	0.107		0.011

Source: Author's Analysis; a. R Squared = .516 (Adjusted R Squared = .503) b. Computed using alpha = .05

Profile Plots

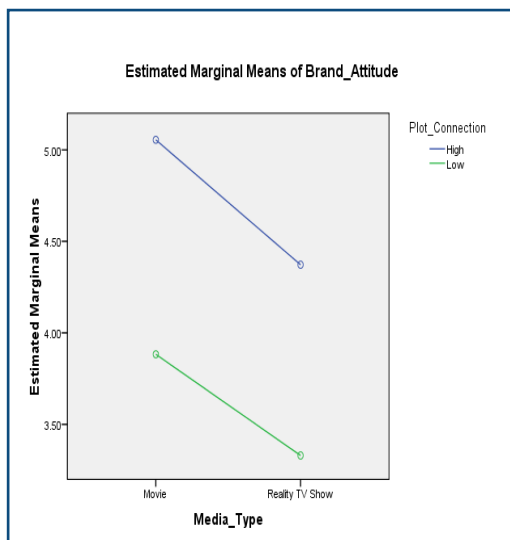


Fig. 1: Brand Attitude

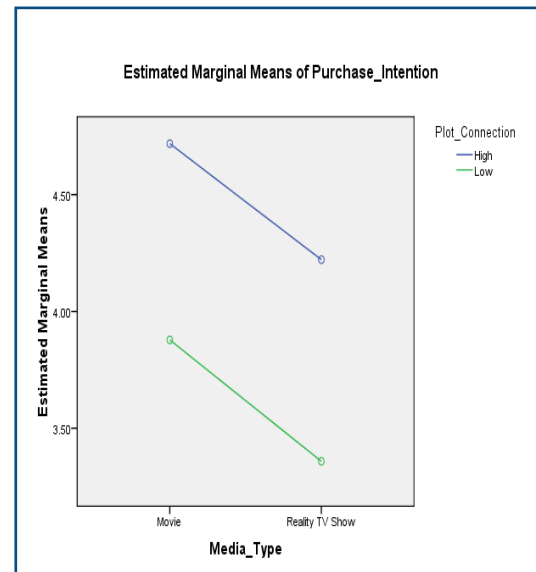


Fig. 2: Purchase Intention

To understand the effects of the independent variables better, graphs were constructed showing the mean responses for each of the dependent variables (Figures 1 and 2). The significant interaction for each dependent variable is visually demonstrated by the absence of parallelism of the lines in each of the plots (Nagar, 2016; 2017). The 'brand attitude' plot (Figure 1) shows that

high plot connection in Bollywood movies tends to draw higher degree of brand attitude than in TV reality shows. Similarly, low plot connection in Bollywood movies tends to draw higher brand attitude than in TV reality shows. Finally, for purchase intentions (Figure 2), the plot shows that brand placements of high plot connection in Bollywood movies resulted in more purchase intentions than TV reality shows. Moreover, low plot connected

brand placements in Bollywood movies tend to draw higher purchase intention than in TV reality shows.

Discussion and Managerial Implications

The first purpose of the research was to investigate how low and high plot connected brand placements in different media types, including Bollywood movies and TV reality shows, affect brand placement effectiveness. The concept of using two different media types used in this study is valid construct, and earlier research used it in lesser amounts. The current research intends to build up our comprehension of the brand placement effectiveness across different media types and helps us to understand how varying level of plot connection (low/high) effect brand placements effectiveness. This experimental research sought to better understand brand placement effectiveness influence on audiences' brand attitude and purchase intentions in different media types particularly in TV reality shows, an area that has received little attention despite the growing use of this practice. Most of the previous brand placement studies were conducted on movies; however, there are other media types involved in brand placement practice such as TV reality shows, TV serials, video games, music videos and social media. From content analysis, it was found that brands are increasingly placed in TV reality shows. Therefore, using TV reality shows to measure brand placement effectiveness was appropriate.

The results disclosed that audiences' responses towards brand placement vary with regard to different types of media. The results indicated that brand placement in Bollywood movies leads to higher degree of brand attitudes and purchase intentions compared to TV reality shows. Even though there are advantages of brand placement in TV programs (e.g., diverse choices) other than in movies, brand placement in TV programs had limitations, such as size of the screen, limited audience, and specific product categories (Guennemann and Cho, 2014). The possible reason for above results to be true may be brand placements in TV reality programs are qualitatively different from movies (Gupta and Lord, 1998). Furthermore, there is a considerable difference between the two media types. Movies and TV reality shows are shot in different formats. Movies are concepts that are more creative and very short in length as compared

to TV reality shows. The degree of plot connection is more in movies as compared to TV reality shows.

Further, results also demonstrated that brand placement effectiveness is significantly higher for high plot connection brand placements than low plot connection brand placements irrespective of the media type. Such a finding is in line with the previous research (Dens et al., 2012) showing that high plot connection generates higher brand attitude and intention to buy. The possible reason for the above facts to be true is that high plot connection brand placements are closely integrated to plot or the storyline of the movie or TV program, hence are easily noticeable and tend to generate higher audience responses.

Although Bollywood movies are seen to be more influential, marketers and brand managers could still incorporate brand placements in TV reality shows; however, doing so in a more effective way. For example, high plot connection of the brand into the plot of the TV reality shows is one of the effective brand placement strategy marketers should adopt. Due to evidence that when a favoured personality uses or mentions the placed brand, the audience will be more receptive of the placed brand, as well as stimulated to buy the brand (Patton, 2014). Therefore, we suggest that the main characters of the movies or TV reality shows must utilise brands appropriately so that audience can notice the brand placement. Further, we suggest that brand managers and advertisers should incorporate brands mostly in movies as it was found that movies tend to draw more brand attitude and purchase intention compared to TV reality shows.

The current research contributes to the literature as it demonstrates that media types and varying levels of plot connection can influence the brand placement effectiveness. This shows that differences in media type can lead to different audience responses to the brand placement. Most audiences would show a positive change in brand attitudes and purchase intention towards brand placement in movies and TV reality shows. However, for brand placement effectiveness, it can be concluded that movie is the best media, because movies can drive the message home to all categories of movie viewers swiftly and effectively. Further, high plot connection brand placements generated higher degree of brand attitude and purchase intention in both the media types. So, marketers and brand managers should mostly focus on integrating

brands into the plot of the movie or TV reality show so that brands are easily noticeable and therefore, tend to draw higher consumer responses. Brand managers and marketers to improve brand placement effectiveness in various media types in India can use the study findings.

Limitations and Future Research

In an attempt to increase our understanding of how media types and varying level of plot connection influence brand placement effectiveness, an experimental study was carried out. The present study adopted audiences' brand attitude and purchase intentions as indicators of brand placement effectiveness. Our findings contribute to the recent trends in research that examines the factors affecting brand attitude and purchase behaviour of young consumers of Bollywood movies and TV reality shows in India.

Although the present research makes significant contributions to the existing literature in the area of brand placement, some issues that can potentially limit the findings and can serve as useful opportunities for future research are worth mentioning. As with any research, results of the present study must be treated with caution when drawing generalizations from it. The generalizability of the present study is limited by several factors. First, the study is conducted with samples from a single region. Although the choice of sample selection from a particular region is justified on the account of increasing internal validity, which can be achieved by employing a relatively homogeneous sample (Cook and Campbell, 1979), a larger and a more robust sample pool from a wider geographic region will provide greater support for the findings. Therefore, examining the results of the present study using samples with different demographics is certainly another appropriate direction for future research. Future researchers may also extend the study by considering respondents from wider demographics. In addition, future researchers may extend the study by considering latest and emerging media types like social media.

Furthermore, the present study is limited in scope to only two independent variables; while in reality, brand placement effectiveness may be influenced by a number of factors. For example, it may be worthwhile to consider the influence of movie/program genre or country of origin of brand placement on audiences' brand attitude and purchase intentions. Moreover, the video clips used from

Bollywood movies and TV reality shows may provide some limitations to the results. The use of just video clip raises the issue of generalizability. Future research should therefore include full movies and full episodes of TV reality shows that feature extended brand placements.

Notes on Contributors

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