

A Study of Factors Affecting Consumer Evaluations and Memory of Product Placement in Movies

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Abstract: Product placement is a growing marketing phenomenon which has received wide acceptance now a days and is likely to emerge as an effective marketing communication strategy. In today's competitive market where variety of brands and product floats and each product tries their level best to prove themselves in the market. Product placement in Movies is used as an important tool for promotion. This study investigates about factors affecting consumer evaluation and memory of product placement in Movies with the sample size of 150, Memory plays a critical role in consumer decision-making. Here we going to discuss about Product placement in Movie, Didthe consumers remember the product that placed in the Movie after watching the Movie. we are also going to discuss the awareness, attitude, consumer evaluation of viewers towards product placement in Movies.

Keywords: Product placement, Memory, Movie, Marketing

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