

# 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

## I. INTRODUCTION

The practice of product placement in cinema is becoming more common in modern cinema as it provides a strategic way for brands to reach and engage with their audience on a subconscious level. Product placement is carefully incorporated into the Movies narrative, allowing brands to increase exposure and influence consumer perceptions and memories of their products. Understanding the factors that influence consumer ratings and recall of product introductions is important for both marketers and filmmakers seeking to optimize the effectiveness of this marketing technique. Consumers' perception of product placement is influenced by a number of factors, including brand-film match, placement importance and integration, viewer engagement with the film, and viewer attitudes and beliefs. This study examines each of these factors and explores their individual and combined impact on consumer ratings. Understanding how these elements work together can provide marketers with valuable information on how to create effective and effective product placements. In addition, memory plays an important role in consumer decision making. Investigating the factors that influence product placement recall is important for marketers looking to increase brand recall and awareness. This study explores how factors such as publication duration, publication novelty, and audience attention influence recall of product listings. In addition, the role of cognitive and emotional processing in the encoding and retrieval of these memories is explored, shedding light on the mechanisms behind successful recall of product placement. By conducting this comprehensive study, we hope to contribute to existing research on product placement in Movie and provide actionable insights for marketers and filmmakers. Ultimately, by understanding the factors that influence consumer ratings and product recall recalls, brands can make informed decisions, optimize their marketing strategies, and improve audience and effectiveness in the ever-evolving world of Movie. You will be able to be involved.

### 1.1 PRODUCT PLACEMENT

Product placement is a marketing technique in which a product or service is showcased in some form of media, such as television shows, movies, music videos, social media platforms, or even ads for other products. Advertising professionals sometimes call this an embedded marketing strategy. The term product placement implies embedding hidden advertising into films, TV series, video games, or any other audio-visual content. It usually involves showing a

product or a company Logo, Design, or, if the producers consider it appropriate, characters may be seen discussing a particular brand.

## 1.2 EXAMPLES OF GOOD PRODUCT PLACEMENT

Product placement has been used in Movies to varying levels of success for many years, but there are some that come to mind as either being extremely creative, or just iconic. The examples of such product placement in Movies have been displayed below.

### **James Bond – Aston Martin**

One of the longest-standing partnerships in film history is the one between James Bond and Aston Martin. Despite all the brands that are strategically placed within Bond films, such as Omega, Heineken and many more, Aston Martin is probably the one most synonymous with the franchise. It was first introduced as a Bond car in the 1964 film Goldfinger. The most recent Bond film No Time To Die used four different models of Aston Martin, past and present.

### **Polladhavan – Bajaj Pulsar**

In the movie 'Polladhavan' (2007), the protagonist Dhanush has a constant passion on 'Bajaj Pulsar' bike. He purchased it to get job, but unexpected turn of events happens after the bike gets theft is the concept of the movie, where the 'Bajaj Pulsar' bike plays an essential element in the movie. Throughout the movie, the product Bajaj Pulsar placed along with the protagonist.

### **Varisu – Yezdi Adventure & Rolls Royce**

In the Movie Varisu introduction scene of the hero Yezdi Adventure bike has promoted with the character. And in the middle of the movie Rolls Royce car has also been promoted with the characters in the Movie.

### **Vikram – Marshall**

In the Movie Vikram the Song PathalaPathala, Marshall Speaker has promoted and at the Climax scene of the Movie, Introduction of the character Rolex was also promoting the Marshall Speaker.

### **I - 3 Roses, Dark Fantasy, Fair & Lovely**

In the Movie I the Hero and Heroine of the Movie promoting 3 products in the Song Ayla Ayla.

## 1.3 STATEMENT OF THE PROBLEM

Product placement in Movie is effective because it enables the audience to develop a stronger connection with the product in a more natural way, rather than being directly marketed to. When a product appears in a movie, it is most likely because an advertiser paid for that privilege.

"A study of factors affecting consumer evaluations and memory of product placements in movies" involves exploring the factors that influence how consumers evaluate and remember product placements in movies. There are several potential problems that could be addressed in this study, including:

While product placement has been extensively studied in advertising research, relatively little research has been conducted on product placement in movies specifically. This may present a challenge in terms of finding relevant literature and developing research questions that are grounded in prior research. Memory is a key variable in this study, but measuring memory of product placements can be difficult. It may be challenging to design a study that effectively measures memory without introducing bias or confounding variables. The study may be limited in terms of its generalizability, as factors that influence consumer evaluations and memory of product placements may differ across cultures, age groups, and other demographic variables. The content of the movie itself may influence how consumers evaluate and remember product placements. For example, a highly engaging or emotionally impactful movie may make product placements more memorable, regardless of their quality or relevance. The use of product placements in movies raises ethical concerns around the potential for commercial influence on artistic content. This may need to be addressed in the study design and analysis, particularly if the study is intended to inform policy or industry guidelines.

## 1.4 OBJECTIVE OF THE STUDY

- To study the awareness level of viewers towards product placement in Movies.
- To Examine the attitude and belief of the viewers towards product placed in Movies.
- To identify Customers Evaluation towards product placement in Movies.

- To identify factors affecting consumer evaluation and memory of product placement in movies.

## 1.5 RESEARCH METHODOLOGY

### RESEARCH DESIGN

This Research can be done by Descriptive method. Research design is the structure within which research should be conducted. Thus, the Preparation of such design facilities research to be as efficient as possible and will yield maximum information. In this research I have use the Descriptive method by collecting the data by taking survey from general public above 18 years of Age.

### Descriptive Research

Descriptive research design includes surveys and fact findings, enquire of different kinds. The major purpose of Descriptive research is description od state of affairs, as it exists at present. In social business research we quiet often use the term Ex post facto research for descriptive studies. The main characteristics of this method is that the researcher has no control over the variable. This can only report what has happened or what is happening. Most Ex post facto research projects are used for descriptive studies in which the research seeks to measure such items, For Examples, Frequency of Shopping and Consumer Preferences on products or services.

Descriptive Research method will be applicable to the existing problem.

- 1) Sampling Method
- 2) Population and Sampling Size

### Sampling method

Sample design is how the employees are selected for the study as a samples or what Method is used to take samples. Sample design adopted for the study is Convenience Sample. Convenience sampling is a non-Probability sampling method where units are selected for inclusion in the sample because they are the easiest for the research to access.

### Population and Sampling size

Sample Size is the number (n) of observations taken from a population through which Statistical inferences for the whole population are made. Samples are collected from 150 Respondents above 18 years of Age.

### Sources of data collection

Data collection is one of the most important aspects of research. The study used both primary and secondary data.

### Primary Data

The researcher used well-structured questionnaires, which contained open ended and closed ended questions. The researcher personally went to collect data from the respondents.

### Secondary Data

Secondary data means that are already available i.e., they refer to the data which has already been collected and analyzed by someone else. The secondary data for the study was collected from books, company websites. magazines and other sources: Statistical Tool Used For Analysis

Simple Percentage Analysis:

Chi-Square Test

ANOVA

## 1.6 IMPORTANCE OF THE STUDY

Product placement grew from casual activity to a serious marketing effort. Movies are replete with brand now-a-days. It is a multimillion-dollar business with every frame in a movie have an opportunity for branding. Movies include placements of all kinds of products, be it cars, cell phones, mouth freshening branded tea or almost any other category

of product. Marketers view product placement in movie as an important part of integrated marketing mix because of the unique benefits it offers over traditional advertising. When a product is strategically placed in a movie, it increases the chances of consumers recognizing and recalling the brand. Memory plays a crucial role in this process. If consumers can remember the product associated with a particular movie or scene, it enhances the likelihood of them considering that product when making purchasing decisions. Product placement has established as an effective marketing strategy which is capable of building awareness, shaping attitude and purchasing intention towards the brand placed. Memory also helps in forming positive associations between the brand and the movie. If a consumer has a positive emotional experience while watching a movie, they are more likely to associate those emotions with the product showcased in the film. This can lead to increased product favourability and influence consumer preferences.

## II. REVIEW OF LITERATURE

**(D'Astous, 2012)**, An important issue for a firm wishing to invest in a product placement is deciding how its product or brand is going to be presented within the movie. Accordingly, the objective of this research study is to examine the impact of objective and subjective characteristics of product placements on consumer evaluations and memory. A sample of 103 movie goers viewed and reacted to 18 product placements taken from 11 different movies. After a one-week delay, they were contacted and asked to recall the products and brands they had seen. Based on the results, it appears that the effectiveness of product placement as a communication strategy must be gauged against the specific objectives of decision makers.

**(Carder, 1996)**, Product placement in motion pictures has grown enormously in recent years, but there is very little empirical research regarding its communication effectiveness. The few prior empirical studies have all assessed viewers' recall of and attitudes towards brands placed in a film. This study examines whether or not viewers can even recognize brands placed within a film. Two films containing multiple product placements are used, and results suggest that viewers are able to correctly recognize brands placed in their respective film, while correctly distinguishing among those brands that did not appear in the film they viewed.

**(Gupta, 1998)**, A promotional strategy of growing interest is the placement of branded products in movies. An experiment compared the recall effectiveness of common product-placement strategies with each other and with advertising. Prominent placements elicited higher recall than did advertisements, which, in turn, outperformed subtle placements. The explicit mention of a product in the audio script (without a visual depiction) led to better recall than a subtle visual placement (without audio reinforcement). However, the addition of a complementary audio message did not significantly enhance the recall of a product that already enjoyed prominent visual display.

**(Yang, 2007)** Product placements within a movie are often treated as a binary variable: either they are present or absent. However, placements can occur at many different levels ranging from a simple background prop to the product being an instrumental part of the story. The influence of 3 different levels of brand placements on explicit and implicit memory for the brand, implicit choice behaviour, and attitudes toward the brand were examined. The results confirmed that levels of brand placements influence recognition of the target brand and attitudes toward the brand. On the other hand, simple placement of the brand within the movie influenced implicit memory and the implicit choice task. The implications of the current study's findings were discussed.

**(Samuelson, 2012)** Product placement research has generally been conducted as laboratory experiments, and thus often lacks ecological validity. This paper reports on the results of a field study investigating category cued brand recall and brand attitude change effects of product placements in a real cinema setting using a full feature movie. We show that product placements in general are an effective means to increase top-of-mind recall and unaided brand recall. However, only product placements that played a natural and not too prominent role on the screen (i.e. high plot-integration) showed brand attitude effects.

## III. INDUSTRY OVERVIEW

### Advertising Industry

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by The Advertising Association of the UK. Advertising is always present, though people may not be aware of it. In today's

world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, , cloths, events, colours, sound, visual and even people.

The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. The agencies convert the ideas and concepts to create the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit.

### **Importance of Advertising**

Advertisement is a method of reaching an audience. By creating an engaging ad and spending enough to reach your target audience, advertisements can immediately impact any company. This effect could be seen in improved trade or boosted brand recognition, among many different countries.

## **IV. FINDINGS, SUGGESTIONS AND CONCLUSION**

### **4.1 FINDINGS**

#### **4.1.1 Demographic profile of the respondents.**

- Majority (59.33%) of the respondents are Male.
- Majority of (81.33%) of the respondents belongs to the age group 18-25 years.
- Majority (61.33%) of the respondents are students.
- Most (45.33%) of the respondent's monthly family income is less than Rs 20,000.
- Most (39.33%) of respondents watch Movies Once in a week.
- Most (45.3%) of the respondents were Aware of Product placement in movies.

#### **4.1.2 The awareness level of viewers towards product placement in Movies.**

- Most (50%) of the respondents have noticed product being displayed or used in a Movie, but only sometimes they noticed a product being displayed or used in a Movie.
- Most (44%) of the respondents are Highly aware of Automobiles that are placed in Movies.
- Most (42.7%) of the respondents are aware of electronic goods that are placed in Movies.
- Most (35.3%) of the respondents are aware of FashionApparels that are placed in Movies.
- Most (38.7%) of the respondents are aware of Travel agencies that are placed in Movies.
- Most (38%) of the respondents are aware of FoodandBeverages that are placed in Movies.
- Most (38%) of the respondents are Highly aware of Restaurant that are placed in Movies.
- Most (33.3%) of the respondents are Highly aware of Websites that are placed in Movies.

#### **4.1.3 The attitude and belief of the viewers towards product placed in Movies.**

- Majority (58%) of the respondents feel positive on Product placement in movies.
- Most (41.3%) of the respondents Agree that product placement in Movies affect the authenticity of Movie.
- Majority (54.7%) of the respondent's answers "Yes, it positively influences their perception" to perceive a brand if it appears in a Movie.
- Most (36.7%) of the respondents agree that product placement in movies enjoythem andfindthem entertaining.
- Most (50%) of the respondents agree that product placement in movies is being noticed and it doesn't bother them.
- Most (39.3%) of the respondents agree that theyfeelneutralabout product placement in movies, they don't Affect mymovie-watching experience.

- Most (40.7%) of the respondents agree that they find product placement in movies slightly annoying, but it doesn't significantly impact my enjoyment.
- Most (32.7%) of the respondents agree that they strongly dislike product placement in movies and find them distracting.
- Most (47.33%) of the respondent's answer "Yes, Product Placement enhance the realism of Movie make the movie world feel more authentic.

#### **4.1.4 Customers Evaluation towards product placement in Movies.**

- Most (44.67%) of the respondents feel product placement in movies "They don't mind it as long as it's not too intrusive"
- Most (40%) of the respondent's Enhance their movie watching experience.
- Most (45.33%) of the respondent's answer "Maybe, if it aligns with my needs/preferences that based product appearance in movies.
- Most (44.67%) of the respondent's answers "Yes, sometimes" Purchase a Product because they saw it in a Movie.
- Most (46%) of the respondent's answers "It doesn't matter to me" that product placement be relevant to the movies story line or theme.

#### **4.1.5 Factors affecting consumer evaluation and memory of product placement in movies.**

- Majority (59.33%) of the respondents Sometimes pay attention to product placement in Movies.
- Most (36.7%) of the respondent's strongly agree relevance of the story influence their evaluation of product placement in movies.
- Most (31.3%) of the respondents neutrally integrated with the scene of product placement in movies.
- Most (34%) of the respondents agree Brand recognition influence their evaluation of product placement in movies.
- Most (35.3%) of the respondents agree that celebrity endorsement influence your evaluation of product placement in movies.
- Most (36.7%) of the respondents agree Cleverness of placement influence their evaluation of product placement in movies.
- Majority (53.33%) of the respondents "sometimes" remember product placement after watching movie.
- Most (32.7) of the respondents were "Somewhat likely" to purchase a product after seeing it in a movie.

### **V. SUGGESTION**

Relevance of the story influences evaluation of product placement, Product placement in Movies feels natural and fits organically within the story can positively impact consumer perception.

It is crucial for marketers to feature well-known and recognizable brands. Leveraging established brands can enhance credibility and capture consumers' attention, increasing the chances of product recall and evaluation.

Celebrity endorsement influences their evaluation of product placement, collaborating with popular and influential celebrities can be advantageous. Associating a product with a well-liked celebrity can create a positive brand image and generate interest among consumers.

As the cleverness of product placement is important by a significant number of respondents, it is recommended to devise creative and innovative ways to incorporate products into movie scenes. Unconventional or unexpected placements can pique consumer curiosity and leave a lasting impression.

Majority of respondents sometimes remember product placement after watching a movie and purchasing a product seen in a movie, marketers should capitalize on these factors. Employing strategic reminders or follow-up marketing initiatives after the movie release can reinforce product recall and convert consumer interest into actual sales.

By taking these findings into consideration and implementing the suggested strategies, filmmakers and marketers can optimize the impact of product placement in movies, improving consumer evaluation, memory and purchase intent.

## VI. CONCLUSION

Product Placement in Movie is considered to be the most appreciated tool of marketing now a days. As this type of product placement in Movie has a psychological impact in the mindset of the consumers or the audiences because when the product or service is being placed in the movie. The use of traditional product placement with actors and actresses has more positives impact on the mindset of the consumers and to increase the memory of the viewers on product placement in movie. The product placement be relevant to the movies story line. It will also Enhance their movie watching experience.

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