

A STUDY ABOUT CUSTOMERS ATTITUDE TOWARDS PRODUCT PLACEMENTS IN MOVIES

Mr.S.Gokul Kumar*, Mr.A.Prasanth** & Mr.E.Naveen***

*&** - Assistant Professor, School of Management Studies, Bannari Amman Institute of Technology,
Tamilnadu, India

***- II MBA, School of Management Studies, Bannari Amman Institute of Technology, Tamilnadu, India

ABSTRACT

Marketers have always been looking for alternative ways to reach the target population with their messages. One approach that has grown the last decades is product placement that has become a large arena for companies to involve in their marketing communication. It has been shown that people tend to dislike traditional advertisement such as commercial breaks in TV and tries to avoid it by switching channel. Since product placement is a type of advertisement that is embedded in a movie or TV-show and cannot be zapped away without missing the story of the movie or TV-show, it is a good opportunity to reach out with a company's message. Several studies have been done in the field of mapping the attitudes towards product placement but no research has been done with the Tamil audience in focus. Therefore the purpose of this thesis is: "...to investigate what attitudes the Tamil audience has towards product placements in Movies and TV-shows", which will lead to a greater knowledge for Tamil marketing managers about the attitudes towards product placement in Tamilnadu. The study showed that the general attitude towards product placement is positive for the Tamil audience. When it comes to the different dimensions of product placement; visual-only, audio-only and a combination audio-visual it is shown that the visual placements is seen as the most positive way to place a product in a movie or a TV-show. It could also be seen several similarities with previous studies that prominent placement has a lower attitude while a subtle placements has a more positive attitude.

Keywords: - Attitude, Advertisement, Product, Marketing, Communication, and Placement.

1. INTRODUCTION

Branding is a way to differentiate a company from others in the competitive market. A Brand is build up by a name with different signs, symbols and attributes that together makes a company's brand unique (Armstrong et al., 2009). Through marketing communication a company can be able to promote its products or services for the consumers. Even if a company has good products or services it is still important that prospect customers recognize their existence and learn about the value the company can be able to give them. Therefore marketing communication is essential for a company's success.

According to Armstrong et al. (2009) companies advertising strategy is consisted of two elements: the created advertising message and the selection of advertising media. In a world where an average person is exposed to around 1,600 ad messages a day, advertising can only succeed if the ad gains attention and is communicated well (Armstrong et al., 2009).

Marketers are always looking for alternative methods to convey their messages and communicate with their target population. One approach that has continued grown and received attention the last decades is product placements (Balasubramanian, Karrh&Patwardhan, 2006; van Reijmersdal, Neijens&Smit, 2009; Karniouchina, Uslay&Erenburg, 2011). The practice of product placements where brands are placed into media content, mainly in movies and TV-shows are not new. Product placements have a history back to the mid-1890s but it was not until 1982 with the blockbuster movie —E.T. The Extra Terrestrial with the placement of Reese's Pieces candy that the real product placements industry was born. After the movie release, Reese's Pieces increased their sales with 65%

and other marketers saw the benefits with product placements (Newell, Salmon & Chang, 2006; Balasubramanian, Karrh & Patwardhan, 2006; Gregorio & Sung, 2010).

For what has been an effective tool for reaching audiences for more than 50 years, the role of product placements has shifted from being a part of the background settings to being a substantial part of a movie or TV-show (Yang & Roskos-Ewoldsen, 2007). For instance that James Bond is driving a kitted up Aston Martin car in the movie *Casino Royale* (Campbell, 2006) and in the movie *Castaway* (Zemeckis, 2000) where Tom Hanks is stranded on an empty island with numerous of FedEx packages that helps him to survive and he even creates a relationship with a Wilson volleyball, that he aptly names Wilson. The different types of product placement can be divided into two types of placements; prominent and subtle. Prominent placements is easy to notice and can be very obvious through showing, using or talking about the brand while subtle placement is harder to notice and does often occur in the background (Ferraro & Avery, 2000).

1.1 History in Brief

Product placement in Indian movies is not something new. Emami was able to successfully undertake product placement in 1970s. The famous product placement was of the yellow Rajdoot motorcycle in Raj Kapoor film *Bobby* starring Rishi Kapoor and Dimple Kapadia in the year 1975. This motorcycle made its maiden appearance along with actress Dimple Kapadia and it was famously known as the Bobby motorcycle among the consumers. The first recognized product placement in Hindi film is Coke in Subhash Ghai's *Taal*. The product if properly entrenched in the story line or script of the scene can go a long way in building an emotional connection with the consumer because awareness factor is greater for placements than commercials. Amitabh Bachchan telling how to use ICICI ATM's in *Baghban* is more convincing than him doing the same in a 30 second TV commercial.

1.2 Problem Discussion

It has been showed that attitudes towards traditional advertising on TV are something that is perceived as something negative for the viewer. A study made by SIFO showed that 75% of Swedish citizens try to avoid the commercials on TV (tns-sifo.se). With this fact that the audience has a negative view of traditional advertising simultaneously with the easiness for the audience to avoid the commercials by switching channel or ignore it, has created opportunities for product placements (Gupta & Gould, 2008). According to Cowley and Barron (2008) there are a number of different advantages by using product placement compared to traditional advertising in television. The main advantage is that the viewer's cannot avoid the exposure of the placement when they are watching a TV-show (Cowley & Barron, 2008). It has also been shown that product placements can have an increase of the recognition memory and brand attitude of a certain product or brand (Russell, 2002). The primary objective with product placements from a company's view is to increase brand awareness (Karrh, 1998; Karrh et al., 2003; Chang et al., 2009). Studies of attitudes towards product placement have showed that the practice has generally a positive perception, with exceptions for products that are ethically charged. Products of alcohol, cigarettes and firearms are rated as less favorably than other products for product placements (Brennan, Rosenberger & Hementera, 2004).

Marketers have acquired more control over the context that their brand appears in due to that higher willingness to invest money in product placement and also by becoming more proactive in creating opportunities of placements in different Medias (Karrh, McKee & Pardun, 2003). But it is clear that by the practice of product placement, marketers have less control over the effects compared to traditional media advertising. For an example, Coca-Cola appeared in a way that they did not expect in the movie *Natural Born Killers* where a Coca-Cola advertisement was interspersed in a bloody murder scene (Johnson in Karrh, McKee & Pardun, 2003).

It has been showed that the brand attitude has a tendency to decrease if the prominent placements are too obvious, and especially if this obvious placement is mentioned repeatedly. When it comes to subtle product placement the consumer attitudes are relatively positive, even if the placement is exposed in a repeated way (Homer, 2009; van Reijmersdal, Neijens & Smit, 2009). But the problem with too subtle placement is that it has no effect and is worthless for the company that has a placement (Homer, 2009). Homer (2009) continues that prominent placements are perceived to be more distracting, less realistic and is interrupting the plot of a show or movie.

Several studies have been done of how the audience attitudes are toward product placement. Studies of attitudes towards product placements has been done with Austrian, French and Americans (Gould, Gupta & Grabner-Kräuter, 2000), Australians (Brennan, Rosenberger & Hementera, 2004), Dutch (Reijmersdal, Smit & Neijens, 2010) and South Koreans (Lee, Sung & Choi 2011) but no studies have been found to today's date about Scandinavian attitudes towards product placements in movies and television. Because of this it is relevant to study how the

Swedish audience's attitudes is toward product placements, which will lead to a greater knowledge for Swedish marketing managers about the attitudes towards product placements in Sweden.

1.3 Problem Identification

- Traditional advertisement perceives negative value to some viewers so product placement in movies is alternate to them.
- Product Placement can have an increase of the recognition memory and brand attitude of certain product or brand.
- So there is need in identifying the attitude towards product placement in movies.

1.4 Objectives of study

- ✓ To find out the factors that influences the audience to watch product placement in movies.
- ✓ To test the whether the various factors influencing product placement are significantly different.

1.5 Need for the study

- ✓ To know general attitude towards product placements in movies.
- ✓ To eliminate the discomforts in product placement in movies.

2. LITERATURE REVIEW

Product placement is one of the most influential advertisement strategies and it consists of an advertiser, marketer, or company producing engaging content in order to sell a certain product. The advertiser may do this by incorporating the product into the background of a scene, script it into a scene in which a character is using the item (Danielle Patton, 2004). Brand is —asset that does not have physical existence and the value of which cannot be determined exactly unless it becomes the subject of a specific business transaction of sale and acquisition (Seetharaman et al., 2001, pg no. 243). Brand serves as —a tool for consumers to check the differentiation of the products and their uniqueness whereby it enrich consumers trust and confidence in facilitating their decision-making process which alleviate some of the problems associated with their experience and credence qualities (Aaker, 1991; Chung et al., 2013; Emari et al. , 2012; Huang and Sarigollu, 2011; Kremer and Viot, 2012). Gronroos writes how different channels in media affect consumers in different ways and he proposes four categories of message: planned message, product message, service message and unplanned message. Planned messages have the lowest value of trustworthiness and it could be TV commercials. Product message follow the physical product and has more trustworthiness. Service message came from an employee directly. The last is unplanned message that is company itself does not send out but rather comes from other customers (Gronroos, 2008), reviewers it can be like word of mouth (Solomon et al., 2010). Schiffman&Kanuk (2004) writes that the consumer likes a product or not is based on the attitudes that she has to the product itself. Consumer behaviours such as; purchasing decisions, recommendations to friends, beliefs, evaluations about a product or intentions are all related to attitudes. This kind of attitudes and opinions towards an object is something that is learned during our lives. Anything that someone has an attitude towards is called an attitude object (Solomon et al., 2010). Russell and Belch (2005) define product placement as —the purposeful incorporation of a brand into an entertainment vehicle. Further they write about that product placement is found in many different media, all from obvious as movies, TV and video games but also in novels. Lindsay Kolowich (2015) said products placed into storylines can be a lot more successful for brands than traditional advertisements, like TV ads. It's easier to sell a viewer on the value of a product if they're emotionally invested in the storyline in which it's presented, rather than a viewer who's watching an ad totally out of context.

3. RESEARCH METHODOLOGY

The research methodology broadly undertakes an extensive literature reviews which included the scholarly observations and analysis of other information collected from reliable secondary sources of data. Primary data is collected from the survey of 84 respondents through questionnaire, selected from Random probability sampling. Respondents had a good recall of the brands advertised in the movies this shows that in film advertising has gain acceptance among Indian people. They get noticed and this form of advertising is growing very rapidly as it is altogether a new mode and a reactive way to advertise any brand.

4. DATA ANALYSIS

Table 4.1 Age of the Respondents

Age	Frequency	Percent	Valid Frequency	Cumulative Percent
Below 25	48	57.1	57.1	57.1
26-35	30	35.7	35.7	92.9
36-45	4	4.8	4.8	97.6
46-55	2	2.4	2.4	100.0
Total	84	100.0	100.0	

Table 4.2 Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	20	23.8	23.8	23.8
Male	64	76.2	76.2	100.0
Total	84	100.0	100.0	

Table 4.3 I have no problem with product placement in movies in general

Product Placement in General	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	2.4	2.4	2.4
Disagree	2	2.4	2.4	4.8
Neutral	14	16.7	16.7	21.4
Agree	48	57.1	57.1	78.6
Strongly Agree	18	21.4	21.4	100.0
Total	84	100.0	100.0	

Table 4.4 Placement of alcohol and cigarettes are wrong

Placement of alcohol and cigarettes	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	2.4	2.4	2.4
Disagree	8	9.5	9.5	11.9
Neutral	16	19.0	19.0	31.0
Agree	36	42.9	42.9	73.8
Strongly Agree	22	26.2	26.2	100.0
Total	84	100.0	100.0	

Table 4.5 The presence of brand name or products in a movie makes it more realistic

The Presence of Product make More Realistic	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	16	19.0	19.0	19.0
Neutral	14	16.7	16.7	35.7
Agree	46	54.8	54.8	90.5
Strongly Agree	8	9.5	9.5	100.0
Total	84	100.0	100.0	

Table 4.6 I try to avoid movies that contains product placement

Try to Avoid Movies that Contain Product Placement	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	8	9.5	9.5	9.5
Disagree	34	40.5	40.5	50.0
Neutral	24	28.6	28.6	78.6
Agree	14	16.7	16.7	95.2
Strongly Agree	4	4.8	4.8	100.0
Total	84	100.0	100.0	

Table 4.7 Product placement in movies damages my view against a brand or a product

Product Placement in Movies Damage view against a product	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	10	11.9	11.9	11.9
Disagree	32	38.1	38.1	50.0
Neutral	12	14.3	14.3	64.3
Agree	28	33.3	33.3	97.6
Strongly Agree	2	2.4	2.4	100.0
Total	84	100.0	100.0	

Table 4.8 I like watching the brand name of a product in movies

Watching Brand Name of a Product in Movies	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	20	23.8	23.8	23.8
Neutral	4	4.8	4.8	28.6
Agree	44	52.4	52.4	81.0
Strongly Agree	16	19.0	19.0	100.0
Total	84	100.0	100.0	

Table 4.9 I have no problem with product placements which is heard or mentioned

Problem with Product Placement which is Heard	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	4	4.8	4.8	4.8
Neutral	20	23.8	23.8	28.6
Agree	52	61.9	61.9	90.5
Strongly Agree	8	9.5	9.5	100.0
Total	84	100.0	100.0	

Table 4.10 I buy brands based on the movie star using or holding in movies

Buy Brand Based on the Movie Star Used	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	12	14.3	14.3	14.3
Disagree	28	33.3	33.3	47.6
Neutral	16	19.0	19.0	66.7
Agree	24	28.6	28.6	95.2
Strongly Agree	4	4.8	4.8	100.0
Total	84	100.0	100.0	

Table 4.11 Movies should not give too much importance to a particular brand

Movies should not give too much importance to a Particular Brand	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	14	16.7	16.7	16.7
Neutral	14	16.7	16.7	33.3
Agree	48	57.1	57.1	90.5
Strongly Agree	8	9.5	9.5	100.0
Total	84	100.0	100.0	

Table 4.12 I do not mind when the focus in the screen is at a brand name or product

They do not mind when the Focus in the Screen is at a Brand Name of Product	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	10	11.9	11.9	11.9
Neutral	20	23.8	23.8	35.7
Agree	52	61.9	61.9	97.6
Strongly Agree	2	2.4	2.4	100.0
Total	84	100.0	100.0	

Table 4.13 I like when instance an actor is wearing RayBan glasses Without it ever being mentioned or focused on

I like when Instance an Actor is Wearing RayBan Glasses without it ever being Mentioned or Focused on	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	2.4	2.4	2.4
Disagree	10	11.9	11.9	14.3
Neutral	12	14.3	14.3	28.6
Agree	52	61.9	61.9	90.5
Strongly Agree	8	9.5	9.5	100.0
Total	84	100.0	100.0	

Table 4.14 Product placements in movie is misleading compared to regular advertisement due to that the viewers are not aware of the placements

Product Placements in Movie is Misleading Compared to Regular Advertisement	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	10	11.9	11.9	11.9
Neutral	26	31.0	31.0	42.9
Agree	38	45.2	45.2	88.1
Strongly Agree	10	11.9	11.9	100.0
Total	84	100.0	100.0	

4.15 Attitude towards Product Placement in General Test Statistics

N	84
Chi-Square	90.169
Df	6
Asymp. Sig.	.000

4.16 Attitude towards Plot Connected Placement Test Statistics

N	84
Chi-Square	15.145
Df	2
Asymp. Sig.	.001

4.17 Attitude towards Visual Placement Test Statistics

	I like watching the brand name of a product in movies - I have no problem with visible product placement
Z	-.935 ^a
Asymp. Sig.(2 tailed)	.005

- Based on negative ranks.
- Wilcoxon Signed Ranks Test

4.18 Attitude towards Audio Placement Test Statistics

	I like when a character refers to a brand name - I have no problem with product placements which is heard or mentioned
Z	-4.625 ^a
Asymp. Sig.(2 tailed)	.000

- Based on positive ranks.
- Wilcoxon Signed Ranks Test

4.19 Attitude towards Prominent Placement Test Statistics

	I do not mind when the focus in the screen is at a brand name or product - Movies should not give too much importance to a particular brand
Z	-.181 ^a
Asymp. Sig.(2 tailed)	.000

- Based on positive ranks.
- Wilcoxon Signed Ranks Test

4.20 Attitude towards Audio Placement Test Statistics

	Product placements in movie is misleading compared to regular advertisement due to that the viewers are not aware of the placements - I like when instance an actor is wearing RayBan glasses without it ever being mentioned
Z	-1.030 ^a
Asymp. Sig.(2 tailed)	.005

- Based on positive ranks.
- Wilcoxon Signed Ranks Test

5. FINDINGS

From Percentage Analysis,

- ✓ The majority 57.1% of respondents are below 25 years age.35.7% respondents are 26-35 years, 4.8% of the respondents are 36-45 years old and the rest 2.4% are 46-55 years old.
- ✓ The majority 76.2% of respondents are male and the rest 23.8% was female.
- ✓ The majority 78.5% of respondents have no problem with product placement in movies in general. 4.8 % of respondents does not like product placement in movies.
- ✓ The majority 42.9% of respondents have agree problem with placement of alcohol and cigarettes are wrong. 2.4% of respondents are strongly disagree in placement of alcohol and cigarettes are wrong.

- ✓ The majority 54.8% of respondents agree with presence of brand name or product in a movie makes more realistic and 19% of respondents are disagree with presence of brand name or product in a movie makes more realistic.
- ✓ The majority 40.5% of respondents disagree with they try to avoid movies that contains product placement and 16.7% of respondents are agree with they try to avoid movies that contains product placement.
- ✓ The majority 38.1% of respondents disagree with product placement in movies damage against a brand or product and 33.3% of respondents are agree with product placement in movies damage against a brand or product.
- ✓ The majority 52.4% of respondents agree with like watching the brand name of a product in movies and 23.8% of respondents are disagree with like watching the brand name of a product in movies.
- ✓ The majority 61.9% of respondents agree with have no problem with product placements which is heard or mentioned and 4.8% of respondents are disagree with have no problem with product placements which is heard or mentioned.
- ✓ The majority 33.3% of respondents disagree with buy brands based on the movie star using or holding in movies and 28.6% of respondents are agree with buy brands based on the movie star using or holding in movies.
- ✓ The majority 57.1% of respondents agree with movies should not give too much importance to a particular brand and 16.7% of respondents are disagree with movies should not give too much importance to a particular brand.
- ✓ The majority 61.9% of respondents agree with they do not mind when the focus in the screen is at a brand name or product and 11.9% of respondents are disagree with they do not mind when the focus in the screen is at a brand name or product.
- ✓ The majority 61.9% of respondents agree with they like when instance an actor is wearing RayBan glasses without it ever being mentioned or focused on and 11.9% of respondents are disagree with they like when instance an actor is wearing RayBan glasses without it ever being mentioned or focused on.
- ✓ The majority 45.2% of respondents agree with product placements in movie is misleading compared to regular advertisement and 11.9% of respondents are disagree with product placements in movie is misleading compared to regular advertisement.

From Friedman test:

- ✓ The Asymptotic Significant (P Value) which is less than the stipulated value of 0.05. So the carried out test is statistically significant with the degree of freedom 6 and calculated Chi square value is 90.169. As the calculated Chi square value is higher than the table value, the H_0 is getting rejected and H_1 is accepted. It infers that there is significant difference various factors influencing the Product Placement
- ✓ The Asymptotic Significant (P Value) which is less than the stipulated value of 0.05. So the carried out test is statistically significant with the degree of freedom 2 and calculated Chi square value is 15.145. As the calculated Chi square value is higher than the table value, the H_0 is getting rejected and H_1 is accepted. It infers that there is significant difference among various factors influencing the Plot Connected Placement.

From Wilcoxon test:

- ✓ Asymptotic significance (P-value) is calculated as 0.000 which is less than stipulated value of 0.05. So test is statistically significant. Test pair variable are —I like watching the brand name of a product in movies — and I have no problem with visible product placement! Calculated Z value is -.935 which is beyond critical value Z value of + (or) - 1.96 which α value is 0.05. As the calculated value is beyond critical value is null hypothesis is rejected and alternate hypothesis is accepted. It infers the —watching the brand name of a product in movies — is statistically different from II have no problem with visible product placement.
- ✓ Asymptotic significance (P-value) is calculated as 0.000 which is less than stipulated value of 0.05. So test is statistically significant. Test pair variable are —I like watching the brand name of a product in movies — and I have no problem with prominent placement Calculated Z value is -.181 which is beyond critical value Z value of + (or) - 1.96 which α value is 0.05. As the calculated value is beyond critical value is null hypothesis is rejected and alternate hypothesis is accepted. It infers the —watching the brand name of a product in movies — is statistically different from I have no problem with visible prominent placement.
- ✓ Asymptotic significance (P-value) is calculated as 0.000 which is less than stipulated value of 0.05. So test is statistically significant. Test pair variable are —I like watching the brand name of a product in movies — and I have no problem with audio placement Calculated Z value is -.4625 which is beyond critical value Z value of + (or) - 1.96 which α value is 0.05. As the calculated value is beyond critical value is null hypothesis is rejected and

alternate hypothesis is accepted. It infers the —watching the brand name of a product in movies —is statistically different from II have no problem with audio placement.

✓ Asymptotic significance (P-value) is calculated as 0.000 which is less than stipulated value of 0.05. So test is statistically significant. Test pair variable are —I like watching the brand name of a product in movies — and I have no problem with Subtle placement Calculated Z value is -.181 which is beyond critical value Z value of + (or) - 1.96 which α value is 0.05. As the calculated value is beyond critical value is null hypothesis is rejected and alternate hypothesis is accepted. It infers the —watching the brand name of a product in movies —is statistically different from I have no problem with Subtle placement.

4. CONCLUSION

The main motive of this research is to measure the Customer Attitude towards Product placements in movies in Tamil Nadu. This study has helped researcher in understanding the multiple factors which are influencing more in Customer's opinion towards Product placement and generally it is positive. The researcher has suggested the following factors could be considered for recognize brand Viz., Video, Audio, Subtle, and Prominent. The Researcher is leaving the scope for further research on Product placement on Television shows.

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