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Impact Of Product Placement On Consumer Buying Intentions

Dr. Vinod Malkar

Professor & Head, Sanjivani College of Engineering, Dept. of MBA, Kopargaon
(Affiliated to SP Pune University, Maharashtra, India).

Email: vinod.malkar@gmail.com

Dr. Ankita Pathak

Assistant Professor; Sanjivani College of Engineering, Kopargaon

Email: ankitapthk76@gmail.com

Key words: Marketing, Brand Placement, Product Placement, Consumer Behavior, Bollywood Cinema.

ABSTRACT : Primary aim of the paper is to study the impact of product placement on buying intention of the consumer. It also studies various parameters which has an impact on the consumer buying intention.

Need for selecting the topic: Advertising has a huge impact on the mind of customer but gradually deviated from its objective. In order to take the attention of the customer back various new technique evolved. The mode of promotion and communication tools has been changed. They tried to modify the existence line of advertisement. Advertising strategies have been changed into new line As a result new mode of promotion and communication tools has been evolved. Consumer wants to follow the trends of their favorite celebrity. It has given the birth to a product placement. With the time use of product placement as a advertising tool is increasing. It is a win win situation for the brand owner as well as for the consumer. Many research has been conducted by taking the perception of the brand and its increase in popularity and sales but from the point of view of consumer it is untouched. Among various cinema, the Indian Cinema is still untouched in area of research. This study aimed at examines the impact of product placements in films on consumers purchasing intention. It has used the parameter like recall, ethical consideration, Brand attitude, brand awareness, purchasing intention.

Origin: Many researchers have studied the impact of product placement on the brand and its sales. This paper puts a ray of light on the product placement from the consumer point of view. Product placement is the emerging tool in advertisement. The paper will study the attitude of the viewer towards the placement of the product in the films. After analyzing their attitude the level of acceptance is being evaluated. It also studies the impact of brand placement and placement on the mind of consumer and their purchasing intentions.

Objective:

Primary: This research attempts in finding the impact of product placement on various parameter. It



outline the clear contours about the variables which affecting the buying intention of the consumer and measure the impact of product placement on the mind of the consumer. So the study has been drawn in a way which answers the following objective:

- To examine the general attitude of consumers toward advertising.
- To investigate the general understanding of product placements in films by consumers.
- To research the impact of product placements in films on brand awareness.
- To study impact of product placements in films on brand recall.
- To identify the impact of product placements in films on brand attitude.
- To explore the impact of product placements in films on purchase intention

Hypothesis

Secondary: To explore the impact of product placements in films on purchase intention.

To study impact of product placements in films on brand recall.

Hypothesis: 1 Factors leading to purchase intention.

- Personal interest leads to purchase intention
- Identification to a character and/or an actor leads to purchase intention.

2 Observer remembers the product placement when it is associated with an actor or positive films.

Scope: The scope is to find the impact of product placement and brand recall on buying intention of the consumer. This research is to scrutinize the factors which influence the consumer in buying the product after seeing the product placement in movie. Product placement can be stated as paid form for exposure of their products by showing their features in films and television. The study directed to evaluate the attitude towards the product placement. The results can be applied and used by the regional films also. With the entering into new line of cinema, it will increase the range of the customer for the brand. It will provide the new target audience to the brand. Viewers will also come to know about other new brands. As market of traditional media is saturated, product placement can come up as a new strategy to reach the target audience and create a new audience. Regional film like Marathi, Gujarati are not superior in technology. The lack of quality is found due to technical and financial deficit. The scenario of the regional films can be changed the product placement strategy can be used. It will provide financial assistance to the producer and the marketer will get chance to enter into a new segment of the customer. As the concept is new, lack of information and unawareness can be issue faced by the researcher

Research Methodology: Empirical research is being conducted. A sample of 400 is taken from the population has been taken to perform quantitative and qualitative research which would disclose the facts and finding. In order to perceive more knowledge a theoretical structure of the literature is being developed. A structured questionnaire will help to know the psychological of the product placement on



consumer intention. The data will act as a base to prove the hypothesis. Various test like Reliability, Correlation, Regression are performed to find the relation among various variables of the paper.

Pilot Study: A pilot study was organized to check concept of product placement in the mind of the viewer. It helped in constructing the questionnaire and revealing the weakness. A sample of 20 is taken to check the reliability of the questionnaire.

Significance: The research will gain insight on the purchasing intention of the consumer. The impacts of various factors are being studied. The intention and consumer behavior is being measured. The study would be acting as an addition to existing literature.

Conclusion: This research paper will put the light on the product placement as a communication tool with the consumer. With this paper faculty and various advertising agency, media planner, brand head can implement and develop various blueprint and design in order to extend the use product placement as a brand communication.

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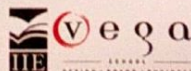
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