

CINEMATIC PRODUCT PLACEMENT AND ITS INFLUENCE ON BRAND RECALL AND PURCHASE INTENTIONS

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ABSTRACT

As the marketing communication scenario has shifted, product placement has been loyal as an alternative to the traditional advertisement, without disruptively creating the branded content as an entertainment narrative. This empirical research is about the effectiveness of cinematic product placement in recognizing brand recall, attitude and purchase intentions among college students in Kannur district, Kerala. In data collection, a descriptive research design was employed where structured questionnaires containing 5-point Likert scales were used to collect data on 60 college students. The tool was found to have a satisfactory internal consistency as evidenced by Cronbach alpha of 0.702 with a total of 19 measurement items. The statistical analysis was done in the form of IBM SPSS and included the reliability, the descriptive statistics and frequency distribution analysis.

The respondents indicate that 90 percent of them watch movies at least once a week, which implies that they are exposed to product placements in bulk. Results indicate that the brand awareness is high with 58.3% of the students strongly aware of branded products in movies. It is noteworthy that product placements were less annoying to 63.3 percent of workers than conventional TV or YouTube adverts, which means that a greater number of people are willing to receive this marketing approach. The study concluded that plot congruence (Mean = 3.72) was stronger as compared to visual prominence (Mean = 3.43) when it comes to placement effectiveness creation. Regarding the effects of memory, 55 percent of the respondents said they could remember brand names better when they were in shopping situations when they watched cinematic products and 48.3 percent of the respondents could recall brand name of the films they viewed recently. On the behavioural outcomes, 41.7% of the behavioural consequences told that they had changed their purchasing behaviours and 45% that they preferred a brand that was featured in movies and 46.7% that they would recommend a positively featured brand to others. However, the statistics indicate that there is a conversion funnel attenuation and the influence is lesser as the awareness (55%) and purchase influence (41.7%).

Such outcomes are beneficial to different stakeholders in many ways. The marketing professionals should not only pay more attention to the narrative congruence rather than to visual dominance but also introduce the product placement to the context of more general communications. The content creators are required to

sign discriminatory contracts that do not affect the originality and success of the commercial objectives. The policymakers should consider the open disclosure procedure and the greater control over the limited types of contents in the youth-oriented contents. Shortcomings of the research include small sample size, non-probability sampling, cross-sectional study and a geographical constraint of the research to the Kannur district. The future research will utilize large samples, which are demographically heterogeneous, experiments to establish causality besides longitudinal designs to establish real behaviours of purchases. It is a research that should be included in the limited number of studies that examine the efficacy of product placement in the local Indian context and provide evidence-based recommendations on the most effective strategies to use in product placement to reach young adult demographics (Paluck et al., 2015). (Eşiyok and Ozoran, 2022) awareness and recall (Rajesh, 2021).

Keywords: Product placement, Brand recall, Purchase intention, Consumer behavior, Cinema advertising, College students

1. INTRODUCTION

The contemporary marketing environment is under an unprecedented strain with the traditional methods of advertisement failing to gain the notice of the consumers. A product placement has emerged as one of the advanced options that entail injecting branded facts in the text of entertainment stories. The current paper explores the efficacy of placement among college students in Kannur district and it relates to three goals: (1) how placement is exposed and perceived by the students as well, (2) how the placement factors influence brand recall and attitude, and (3) how the purchase intentions. The research has both theoretical and practical implications to the local Indian context, industry implications to the content creators, and policy implications, as well as consumer protection debate.

2. OBJECTIVES OF THE STUDY

- 2.1.To estimate the levels of exposure to the film product placements, as well as test the perception of the students of Kannur district as related to the use of branded content in films.
- 2.2.The hypothesis on how the product placement features (visual prominence, plot congruence, and exposure frequency) relate in affecting the brand recall and attitude of the target demographic.
- 2.3.The purpose of the research will be to establish how well cinematic product placements can affect the purchase intentions and brand recommending behavior of college students.
- 2.4.To provide evidence-based advice to the marketing practitioners, content creators and the policy makers on the most appropriate product placement practice.

3. LITERATURE REVIEW

Product placement works on the psychological attention, memory and persuasion. The viewers are absorbed in films, and this is why the brands, which are carefully included in the narrative, will gain more attention, creating a powerful memory of the brand. Research has demonstrated that the effectiveness concerns prominence (visual/aural salience), plot integration (narrative fit), character association, frequency of exposure and modality. The effective placements are effective in terms of enhancing brand recall and attitude by associating the brands with favourable narrative contexts. However excessive exposure or poor assimilation will lead to backlash. Despite the extensive literature, the unexplored and gaps in the research include the regional Indian settings as well as college students, which are also covered by the current investigation.

4. RESEARCH METHODOLOGY

This is a descriptive research design whereby the structured questionnaires that were administered were sent to 60 college students in Kannur district who were selected after purposive sample. It is a 19-item measure of the consumption habits of the cinema, placement awareness, place traits (prominence, congruence, frequency), brand recall, brand attitudes, and purchase intentions according to the 5-point Likert scales. Data

analysis was done with the IBM SPSS with reliability (Cronbachs alpha), descriptive (frequencies, means, standard deviations), as well as inferential statistics. The weaknesses include the average size of the sample, non-probability sampling, cross-sectional study, self-reported data and geographic limitation.

5. DATA ANALYSIS AND RESULTS

5.1 RELIABILITY ASSESSMENT

Reliability Measure	Value
Cronbach's Alpha	0.702
Number of Items	19

Interpretation: The Cronbach Alpha of 0.702 exceeds the acceptable level of (0.70 and above), which will mean that there would be excellent internal consistency and measurement reliability.

5.2 DEMOGRAPHIC PROFILE

Variable	Category	Frequency	Percentage
Gender	Male	32	53.30%
	Female	28	46.70%
Movie Frequency	Once/week	30	50.00%
	2-3 times/week+	24	40.00%

Table 5.2 reveals that 90 per cent of the students do movie viewing at least once a week and this confirms high exposure of cinema among college students.

5.3 DESCRIPTIVE STATISTICS: KEY VARIABLES

Construct / Statement	Mean	SD
EXPOSURE & AWARENESS		
I often notice branded products in movies	4.23	1
Less irritating than TV/YouTube ads	3.63	1.07
VISUAL PROMINENCE		
Remember brands when clearly visible	3.43	0.98
PLOT CONGRUENCE		
Like when brands match the story	3.72	1.06
BRAND RECALL		
Helps remember brands while shopping	3.6	1.04
PURCHASE INTENTIONS		
Placements influence purchase decisions	3.35	1.02
Would recommend positively shown brands	3.37	1.15

Scale: 1-5 where 1=Strongly Disagree, 5=Strongly Agree



Figure 5.1

5.3 EFFECTS FROM AWARENESS TO PURCHASE INTENTION

Variable	Total Agreement %
Brand Recall from Recent Movies	48.30%
Brand Memory While Shopping	55.00%
Purchase Decision Influence	41.70%
Brand Recommendation Intention	46.70%

Table 5.3 explains Effects decline from awareness (55%) to recall (48.3%) to purchase influence (41.7%), illustrating conversion funnel attenuation.

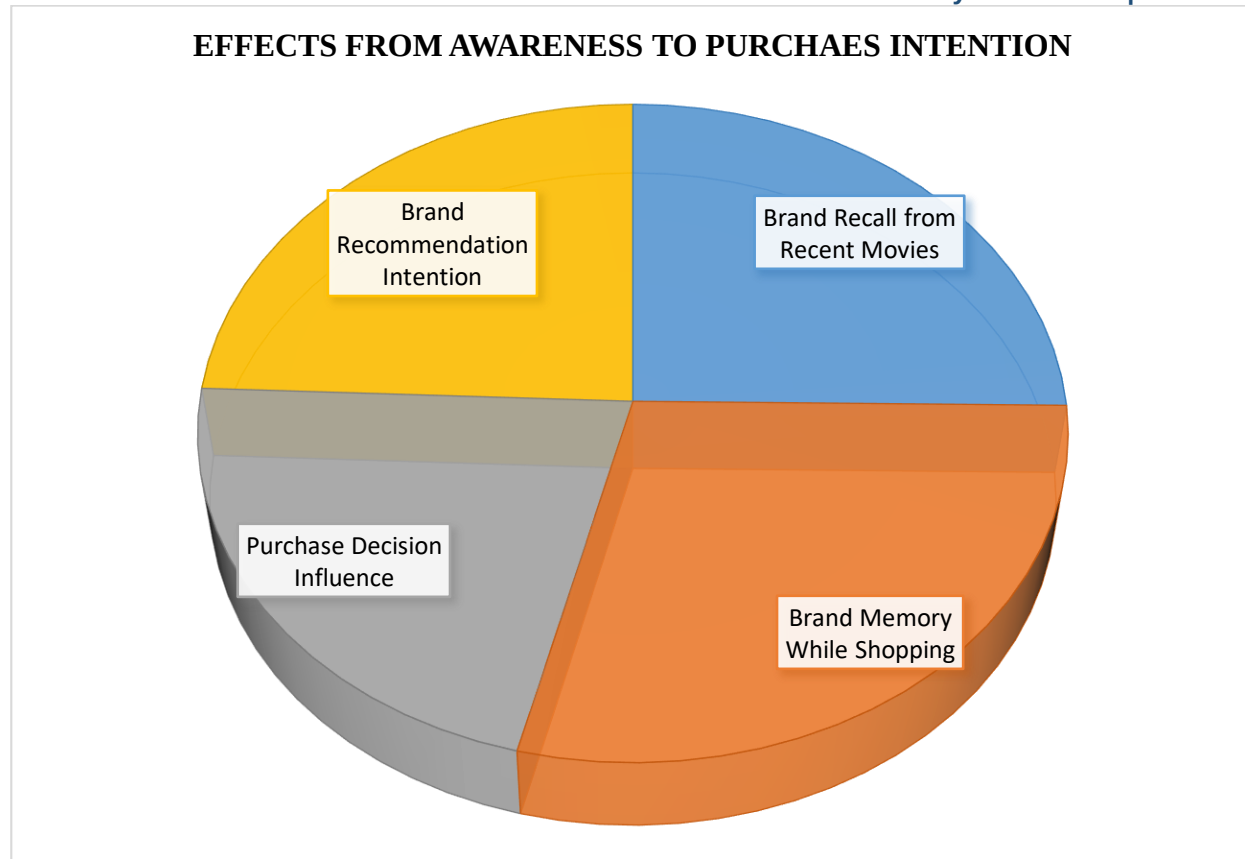


Figure 5.2

6. FINDINGS

6.1.High Movie Watching Habit

About 90 per cent of the respondents watch movies on a weekly basis. This means that the placement of products in movies is more frequently exposed to people.

6.2.Product Placements Are Not Annoying

Although, 58.3 percent of the people are paying attention to product placements, 63.3 percent of them are not annoyed as they would be with normal advertisement. This implies that, people are not irritated with placements when they suit movies.

6.3.Story Fit Is More Important Than Visibility

Also products corresponding to the story of the movie ($M = 3.72$) influence the viewers rather than the product that is merely displayed ($M = 3.43$).

6.4. Helps in Remembering Brands While shopping

About 50 percent of the respondents said that they recall such brands when making purchases upon watching movies.

6.5. Influences Buying Decisions

About 41.7 percent claimed to make their purchases based on product placement and 45 percent than on what products they had seen in the movie.

6.6.Encourages Word-of-Mouth Promotion

Nearly 46.7 percent of them indicated that they would advertise the brands that they saw as positive in films.

6.7.Effect Reduces from Awareness to Action

The majority of the individuals view and remember products, yet few are willing to buy them. This proves that interest does not always amount to purchase.

7. DISCUSSION

This paper has revealed that high placement awareness is also associated with acceptance by media literate college students. The effectiveness paradox contradicts the traditional assumptions, as based on which the knowledge of persuasion is the one that instantly leads to opposition. Plot congruence above visual salience is a measurement that has been found to correlate with authenticity theories that the brands perform better in terms of authenticity to be incorporated in a setting as opposed to the maximum possible visibility, which is delivered by forcedness in creating associative networks in between the brand and purchase setting via narrative experiences. The resultant 55% shopping memory recall is a measurement of the successful activation of authenticity in a setting as opposed to the greatest possible visibility, created by forcedness. The declining action on 55% understanding, 41.7% buy influence however shows that the placement is an internalizing brand reinforcement rather than initial persuasion tool. The 46.7% advocacy intention indicates the strong, when the social networks are affected, the influence radiates through all directions with outer influence. Such findings are likely to be generalized on other urban youth educated populations in India, although they need to be verified on the other groups of demographics and social economic status.

8. RECOMMENDATIONS

- 8.1.The Marketing Practitioners should focus on the narrative congruence since the moderate implementations, which are well integrated, are more efficient than the intrusive implementations. Positioning of the product should be included in the integrated marketing communications strategy that would harmonize appearance of films with social media, point-of-sale advertisements and traditional advertising. Their effectiveness can also be increased by making sure that the shopping-stage recall is improved through occasionally packaging and store cues that are used to retrieve the film context.
- 8.2.It is advised that content creators choose the placement partnerships selectively and choose the brands which are genuine to the narratives and characters. A balance between creative integrity and commercial imperatives can be achieved by making sure these are established using integration prescriptions to concern this visibility, character interaction and relevance of the story.
- 8.3.The policy makers should also promote transparent disclosure policy such as end-credit credits without meddling with the entertainment value. This is particularly in the youth-oriented content where the control of limited product lines like alcohol and tobacco, unhealthy food and gambling is

more controlled. An increase in media literacy education can also be made to improve the informed choice of the audience.

8.4.To enhance the generalizability, more specific and larger samples should be used in the future. The experimental designs that are proposed as the manipulation of placement characteristics are proposed to stimulate causal correlations, and the real purchase behaviour can be verified through the longitudinal studies that track self-reported motivations.

9. CONCLUSION

As shown in this paper, product placement in films can be an appropriate means of accessing the college students in the Kannur district. The right placements help students to become attentive, to memorize and prefer brands and influence purchasing behaviours. Majority of the students are frequent moviegoers thus making them to be exposed to good brands. They watch product placements and do not find them annoying when they are a part of the story. The natural and meaningful placement is more effective than the apparent display which is perceived by the products corresponding to the movie story. Filmmakers are concerned with brands to remain innovative. The study is limited by the limitation in terms of the size of the sample and simple research design, which the policy makers need to respond with to bring out equal practice and media awareness. Future studies should use bigger samples and other high quality research methodologies to understand the long-term consequences. Generally, product placement is an excellent advertisement that is less irritating. It can be well utilized on its awareness, attitude and purchase intention of young consumers if it is utilized wisely.

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