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VOLUME

02

On the New Media and Marketing Communications in Turkey: An Analysis of Theses and Dissertations

Figen Ebren

Consumer Perception and Attitude towards 'Product Placement' in India

Punam Mishra

Measures of Bank Growth – An Indian Perspective

Dilpreet Singh and Namrata Sandhu

Influence of Situational Factors on Snack Food Purchase Decision in Eateries of Puducherry

M. Gnanasundari, T. Frank Sunil Justus and A. John William Felix

Impact of Facebook Usage on Macau's People Aged 45 and Above: Implications for Marketers, Social Workers and Policy Makers

YUNG, Chun Sing (Alan Yung)

Evaluation of Burnout as an Impediment to Academic Organizations in Punjab

Poonamjot Kaur Sidhu

Strategy for Providing Adequate and Timely Credit to Micro & Small Enterprises (MSEs) by Banks & Financial Institutions

Sada Bihari Sahu

Applying EI in Marketing Exchanges: An Approach towards Optimizing Sales Performance

Deepika S. Joshi and Anshu Chauhan

Determinants for Selecting FMCG Products with Special Emphasis on Cosmetics and Toiletries Segment

Soumya Mukherjee and Mrinal Kanti Das

Entrepreneurship Culture among Mishing Community of Majuli Subdivision of Jorhat District of Assam (India) - An Assessment

Kamal Kanti Das

Scope of Multinational Firms of India in Overseas Market: An Analysis of Outward Foreign Direct Investment

Rakesh Kumar

Case Study

Leadership in Turbulent Times

Charu Chaudhry and Anusha Agrawal

Book Review

Corporate Chanakya: Successful Management the Chanakya Way

Navodita Pande

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Contents

Chief Editor's Desk	<i>Rajiv R. Thakur</i>	01
Editorial	<i>Jitender Sharma & Shalini Srivastava</i>	02
On the New Media and Marketing Communications in Turkey: An Analysis of Theses and Dissertations	<i>Figen Ebre</i>	03-12
Consumer Perception and Attitude towards 'Product Placement' in India	<i>Punam Mishra</i>	13-23
Measures of Bank Growth – An Indian Perspective	<i>Dilpreet Singh & Namrata Sandhu</i>	24-37
Influence of Situational Factors on Snack Food Purchase Decision in Eateries of Puducherry	<i>M. Gnanasundari, T. Frank Sunil Justus & A. John William Felix</i>	38-45
Impact of Facebook Usage on Macau's People Aged 45 and Above: Implications for Marketers, Social Workers and Policy Makers	<i>YUNG, Chun Sing (Alan Yung)</i>	46-54
Evaluation of Burnout as an Impediment to Academic Organizations in Punjab	<i>Poonamjot Kaur Sidhu</i>	55-63
Strategy for Providing Adequate and Timely Credit to Micro & Small Enterprises (MSEs) by Banks & Financial Institutions	<i>Sada Bihari Sahu</i>	64-70
Applying EI in Marketing Exchanges: An Approach towards Optimizing Sales Performance	<i>Deepika S. Joshi & Anshu Chauhan</i>	71-76
Determinants for Selecting FMCG Products with Special Emphasis on Cosmetics and Toiletries Segment	<i>Soumya Mukherjee & Mrinal Kanti Das</i>	77-83
Entrepreneurship Culture among Mishing Community of Majuli Subdivision of Jorhat District of Assam (India) - An Assessment	<i>Kamal Kanti Das</i>	84-89
Scope of Multinational Firms of India in Overseas Market: An Analysis of Outward Foreign Direct Investment	<i>Rakesh Kumar</i>	90-96
Case Study Leadership in Turbulent Times	<i>Charu Chaudhry & Anusha Agrawal</i>	97-99
Book Review Corporate Chanakya: Successful Management the Chanakya Way	<i>Navodita Pande</i>	100-101

Consumer Perception and Attitude towards 'Product Placement' in India

Key words: Indian advertising industry, Product placement, Consumer perception and attitude, Consumer buying behaviour.

Punam Mishra*

ABSTRACT

In the current scenario, Indian advertising industry is coming up with an additional element of promotional mix i.e. Product Placement. There is a continuous need to identify the consumer black box in the era of advance information and digital technology. This study is thus, taken up to understand the consumer perception and attitude towards product placement in India and how these factors have an impact on consumer buying behavior. Consumer perception and attitude was analysed through questionnaire survey. One-way ANOVA, multiple regression analysis, and Analytic Hierarchy Process (AHP) was calculated for analysis and testing of hypothesis. This study shall provide base for further research and help in deriving the turn that the product placement strategy might take in the coming years.

INTRODUCTION

The Indian media and entertainment sector is one of the largest and fastest growing sector of the Indian economy. This sector includes film producers and distributors, film exhibitors, non-theatres, Television (TV) producers and distributors, TV broadcasting, fast-growing print and

internet media. Talented and innovative entrepreneurs are taking interest towards the Indian film and TV industry and offering jobs and rewarding career to almost 1.8 million human capitals as a daily wage worker, technician, artist or director. The direct and indirect contribution of media and entertainment sector was approximately US \$ 8.1 billion (though the share of TV found roughly five times than films) for the year 2013 and contributed 0.5 percent of the Gross Domestic Production (GDP) of the nation. With the enhancement of technology, the growth of this sector has risen by 15 percent since 2009 and expected to grow at the rate of 18 percent per annum. This is a positive sign which will keep on adding value to the country's economy.

Indian advertising industry is playing an important role to support the media and entertainment sector. Advertising is being defined as a promotional tool and effective marketing strategy to communicate marketer's message about an idea, product or service to the targeted customers by applying innovative skills and creativity through technology backed media. Advertisers are using multifaceted traditional media like print, broadcast, billboard and modern form of media like internet, social websites, etc. to promote the attributes and benefits of the products/ services to the targeted customers.

Source: FICCI Frames 2014. (www.indiatimes.com)

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The traditional television advertising model is the popular model among the advertisers, which is based on 10 seconds or 30 seconds advertising broadcast during the commercial break of a TV show. During the last two decades the number of channels has increased, which increased high level of media clutter and similar programmes across the channels. These have resulted channels switching and surfing behaviour of audience during the commercial breaks and has reduced the effectiveness of the TV commercials. Along with the zipping and zapping behaviour of the TV audiences, the advancement of technology offered TiVo Digital Video Recording (DVR) facility to the TV viewers, which enable them to fast forward or skip the TV advertising.

All these factors have decreased the TV commercial viewing response and have raised a question on the TV commercials. Ad- skipping has diminished passive audience phenomena and caused marketers to revise and rethink their marketing strategy to find and develop innovative promotional and advertising techniques to promote their products/services. Marketers have to think about the alternative media to combat the traditional overt advertising. They have to attract viewer's attention and interest through prominent audience exposure and visibility for memorability and recall of their brand. They have to engage consumers to have a positive attitude and emotional attachment for their brands. This brings the concept of 'Product Placement'.

Product placement has been defined by many authors as the planned and paid inclusion of brands or product through audio or visual means into a variety of media entertainment like movies, television shows, music videos, digital entertainment, animation, visual effects, etc. We can also say that it is the insertion of a brand name, logo, product, signage, packaging or other trademark within a particular media entertainment to increase the visibility, recognition, and recall of a brand. Product placement is a well-planned promotional strategy of weaving the product/brand into the storyline of the media entertainment either on the basis of appearance; on the basis of strategy used or on the basis of the focus on the brand. Product placement is not only benefiting the marketers it is also helping production companies to raise fund because marketers have to pay a good amount of money for placing their product in the movie/ show, thus it is a win-win situation for both marketers and production houses.

PRODUCT PLACEMENT PRACTICES IN INDIA

Product placement in Indian movies is not a new phenomenon, it came into existence in the movie *Shree 420* (1955) with the Coca-Cola brand, but it got substantial increase after the inception of Rajdoot motorcycle brand in the movie *Bobby* (1970's). Many Indian and non-Indian brands like Emami, Bournvita,

Mercedes, ICICI bank, and many more, are placing their products in many movies, with growing acceptance in the last two decades. The Indian television viewers experienced the concept much later perhaps from the early 2000s. With the increased popularity of TV shows, especially reality shows, marketers are aggressively promoting the usage of the product in the show. Brands like ICICI, Vodafone, Tetra Pak, Maggi, Kit Kat, Lux, Nestle, Dairy Milk are placing their product in such a way that it doesn't look like a commercial placement.

The practical usage of product placement practices in entertainment industry has mainly three dimensions i.e. visual, auditory and plot connection (Russell, 1998). During the visual dimension the product or brand logo, can be seen on the screen without verbal reference of the product or brand. This could be further classified as implicit and explicit (Shapiro, 1993). Implicit visual dimension, where brand is shown in the background or foreground without verbal reference of the brand and benefits of the product. For example Emami banner, hoardings of Nescafe, and Coca-Cola brands in the movie *Koi Mil Gaya* (2003); PVR cinemas in the movie *Jane Tu Ya Jaane Na* (2008); Adidas, McDonalds, Akai, Flair, Hungama.com Entertainment Unlimited, Det Monte Quality, Shopper's Stop in the movie *Krrish 3* (2013). On the other hand in the explicit visual dimension the product or brand is used in a scene but again without verbal reference. Such as Coco-Cola in the movie *Taal* (1999); Coco-Cola in the movie *Dhoom 2* (2006); Sony Vaio notebook in the movie *Bodyguard* (2011); Bournvita in the movie *Krrish 3* (2013); Apple laptops in the movie *Kick* (2014). The uses of explicit visual dimension is increasing very rapidly because using the product of a brand brings more meaning and deep integration to view's cognitive structure.

In the auditory or verbal dimension product placement, actor or any character mentions the product/ brand or its benefits in his/her dialogue. For example Tide detergent power in the movie *Chup Chup Ke* (2006); Complain and Tupperware in the movie *Bodyguard* (2011); Fevicol in the movie *Dabangg 2* (2012); Bata Shoes in the movie *Kick* (2014); Fevicol in the movie *Entertainment* (2014). This practice has been widely used in the TV series and reliably shows and known as non-integrated explicit product placement (d'Austos and Seguin, 1999). Like Vodafone with *Big Boss* (2003); MTV Roadies and Hero Honda (2003); Indian Idol and Rejoice shampoo (2004); Dance India Dance and Maruti Suzuki (2009); Horlicks and Indian Idol Junior (2013). Auditory placement generates deeper meaning because verbal information conveys semantic message through speech, which is audible and possess intrinsic alerting and intrusiveness.

Plot connection dimension of product placement is gaining importance because of its prominent and

strategically planned integration of product or brand in the storyline. Pass Pass mouth fresher, Hero Cycles, and Coca-Cola in the movie *Yaadein* (2001); Videocon in the movie *Hungama* (2003); Bournvita in the movie *Koi Mil Gaya* (2003); Suzuki Motorcycles in the movie *Dhoom* (2004) and *Dhoom 2* (2006); Maruti Suzuki Swift car in the movie *Bunty aur Babli* (2005); Sony Ericsson handset in the TV reality show *Indian Idol 3* (2007); LG phones in the TV reality show *Indian Idol 4* (2008); (Microsoft Xbox 360 in the movie *Bachna Ae Haseeno* (2008); Audi, Blackberry handset in the movie *Bodyguard* (2011); Maruti Ertiga car in the movie *Mere Dad ki Maruti* (2013); Aaj Tak and Tez TV news channels, Air-India, SIS in the movie *Krrish 3* (2013); BMW bikes in the movie *Dhoom 3* (2013) are few examples of plot connection dimension. This practice of hands-on use of the product along with recommendation by the actor or character, and wisely woven in the storyline, is also known as integrated explicit product placement (Shapiro, 1993). Strategic product placement in the storyline increases the significance and product recall of a brand as it persuades and influence people by showing the significance of the product or brand.

With the advancement of information and digital technology, product placement is also increasing in every form of media. Global players are using product placement as a penetrating strategy in countries like India, China, Australia, Philippines, and Africa. Indian product placement industry has increased by 20 percent in the year 2012 from the year 2011.

LITERATURE REVIEW

Balasubramanian (1994) defined 'product placement' as a paid and planned incorporation of product into a movie or television series to influence movie or TV viewers. According to Maynard and Scala (2006) it is a strategic marketing tactic of placing a product in movie for which marketers pays to the producer. Karrh (1998) also described it as a paid inclusion of brand or product within mass media programming through audio or visual means. The study of Ginosar and Vevi-Faur (2010) defines that it is a fusion of advertising and entertainment as it is a purposive incorporation of commercial message into non-commercial environment.

The study of Newell, Salmon, and Chang (2006) reveals that the first product placement took place in the movie *Washing Day* in 1896 in Switzerland. According to Williams et al. (2011) purpose of product placement is to increase brand awareness through prominent brand exposure and visibility for audience attention and interest. The study also defined the purpose product placement is to change consumer attitude along with a change in consumer purchase behaviour and intent.

Source: PQ Media Global Product Placement Spending Forecast 2012-2016

A study by Avery and Ferraro (2000) highlights that consumers have a negative attitude towards the traditional advertising and they use zipping and zapping techniques to avoid conventional advertising. As the study of Lee and Faber (2007) shows that this practice has been made easy to the viewers by the advent technology in the form of remote control, VCR, DVR, expanded television channels from cable and satellite transmission. According to Shrum et al. (2009), viewers have a negative thought about TV Commercials as they are aware that it is a deliberate effort for selling a product and became as necessary evils. Because of this deliberate and persuasive technique of TV commercials d'Astous and Chartier (2000) suggest product placement over TV commercials as it has a more positive effect with proper integration of the product into the scene or storyline.

The study of Gupta & Lord (2003) also emphasises that proper product placement has more brand recall than traditional form of advertising. Therefore Maynard and Scala (2006) state it as an alternative way for traditional form of advertising. According to McNatt and Oleck (2000) it is preferred over traditional advertising by marketer also because it costs less than a 30 second TV commercial. A Study by Russel (1998) classified product placement into visual, auditory and plot connection dimensions. According to Bressound et al. (2010) products placed in the background were recognized least. The products paced in connection with the storyline were remembered most. The products used by the main character were recognized less than plot connection but more than the visual placement.

A study by Nelson (2002) shows that marketers are focusing on the opportunity to understand the dynamic relationship between consumers, products, and media by increasing the product placement in other forms of media entertainment apart from TV series and movies i.e. video, computer or online games. A study by Rajadhyksha (2004), shows that Indian views see reflection of their culture in the Bollywood movies and it has a significant impact on their behaviour. Studies done by Schmoll et al. (2006); Sung, de Gregorio, and Jung (2009) reflect that attitude about the brand placed in the movie is a result of the general attitude about the product placement practices.

Nebenzahl and Secunda (1993) concluded that young consumers generally have positive attitude towards product placement. Homer (2009) conducted a study to find out the relationship between attitude and type & frequency of product placement in the movie. According to Gould et al. (2000), product placement could be a global marketing strategy to promote national or international brands. Product placement can play an important role in promoting the brands so marketers must adopt innovative ways to promote and sustain their brand in the existing competitive era.

NEED FOR THE STUDY

The overall impact of product placement would be positive on the audience as it involves them through the appropriate connection of the brand with the storyline. Though audiences as well as marketers are accepting this practice as an alternative to commercial advertising, but viewer's liking and acceptance dependence on many factors like perception, attitude, and motivation. Therefore there is a continuous need to identify the consumer behavior in the rapidly changing scenario. Though many research have been conducted on product placement practices. However, much research was not done with respect to relationship between individual difference factors from demographics and perception and attitude about product placement. This study is thus, taken up to understand the consumer perception and attitude towards product placement and how these factors have an impact on consumer buying behavior.

OBJECTIVES OF THE STUDY

This paper provides a brief review of product placement issues and practices in India. Major objectives of the research are –

- (i) To identify the awareness level of consumers about product placement;
- (ii) To study the consumer perception and attitude about product placement and to identify a pattern or relationship between consumer demographics and consumer perception and attitude;
- (iii) To evaluate an impact of consumer perception and attitude (of product placement) on the consumer buying behaviour; and

- (iv) To identify the preference of Indian consumer about product placement with respect to other form of advertising media.

METHODOLOGY AND MEASUREMENT

Descriptive research design has been adopted for this study. Primary data was collected through questionnaire survey with online URL to obtain a variety of demographic and socialization characteristics across India. A structured closed-ended questionnaire was developed with the help of literature review and Muehling's (1987) attitude scale. Questionnaire was sent to 250 respondents out of which I received 220 filled questionnaire. Information collected through this was utilized for further analysis and testing of hypothesis. Secondary data was collected with the help of various books, journals and websites.

Reliability of the questionnaire was examined by calculating Cronbach's Alpha. Frequencies were calculated to identify key demographic profile of the respondents (Appendix A). Descriptive statistics (mean and standard deviation) were calculated to identify perception and attitude about the product placement. One-way ANOVA was used to identify relationship between customer perception & attitude, and demographic variables like Gender, Age and Income level. Multiple regression analysis was done to identify the impact of consumer perception and attitude (of product placement) on the consumer buying behaviour. SPSS version 20 was used to tabulate and analyse the data. Analytic Hierarchy Process (AHP) (Saaty, 2008) was calculated to identify the preference of Indian consumer about product placement with respect to other form of advertising media like broadcast, print, online, and transit.

Appendix A
DEMOGRAPHIC PROFILE OF TOTAL 220 RESPONDENTS

Variables	Classification	Frequency	Percentage
Gender	Male	100	45.5
	Female	120	55.5
Age	18-25 Yrs.	14	6.4
	26-35 Yrs.	102	46.4
	36-45 Yrs.	66	30
	46- 55 Yrs.	38	17.3
Education	Undergraduate	6	2.7
	Graduates	58	26.4
	Post Graduate	106	48.2
	Professional Degree	50	22.7
Occupation	Student/ House maker	8	3.6
	Self-employed	22	10
	Government Service	42	19.1
	Private service	148	67.3

Annual Income	INR 1-3 Lakhs	42	19.1
	INR 3-5 Lakhs	58	26.4
	INR 5-8 lakhs	62	28.2
	INR 8-10 lakhs	58	26.4

(Source: Primary Data)

HYPOTHESES

Based on the literature reviewed and conceptual framework following null hypotheses were generated:-

Ho1 – There is no significance difference in perception about product placement with respect to gender of the consumer.

Ho2 - There is no significance difference in perception about product placement with respect to age of the consumer.

Ho3 - There is no significance difference in perception about product placement with respect to income of the consumer.

Ho4 - There is no significance difference in attitude towards product placement with respect to age of the consumer.

Ho5 - There is no significance difference in attitude towards product placement with respect to gender of the consumer.

Ho6 - There is no significance difference in attitude towards product placement with respect to income of the consumer.

Ho7 – There is no relation between consumer perception and consumer attitude for product placement.

Ho8 – There is no impact of consumer perception and consumer attitude (for product placement) on consumer buying behaviour.

ANALYSIS AND FINDINGS

Awareness

Respondents surveyed were aware about the product placement practice in India. Movies and Television were found to be the most known form of entertainment using product placement practices and has been noticed by consumers. However most of the respondents were not aware about the initiatives taken by marketers to promote their product through music video, video games, and fictional play. There is a strong need for better marketing communication policies for these media forms, as a product placement platform.

Consumer Perception about Product Placement Practices

Consumers strongly agree that product placement practices have risen in the last decade. Their mean score was found to be 4.17 on a scale of 5. Also, consumers strongly agreed to the fact that the uses of product placement practices will increase more in the next five years with a mean score of 4.16 on a scale of 5.

Table 1 - Consumer Perception about Product Placement Practices

Statements	Mean	Std. Deviation
Product placement achieves noticeable audience exposure, visibility and attention	3.96	.905
Product placement achieves noticeable audience interest	3.90	.922
Product placement increase brand awareness and promotes the brand/ product	4.21	.639
Product placement increases consumer memory and recall of the brand or product	4.04	.803

Product placement brings desired change in consumer's attitudes or overall evaluation of the brand	3.95	.875
Product placement creates instant identification of the product/brand placed in the movie/ TV show	3.81	.918
Product placement brings a change in the audience's purchase behavior	3.82	.884
Product placement brings an intentional exposure to the viewers	3.83	.954
Overall consumer perception	3.9466	.66455

Perception about the product placement was found to be high among respondents with the mean value ranging from 3.8 to 4.2 for 8 statements on a 5 point Likert scale ranging from strongly disagree (1) to strongly agree (5) (Table 1). Overall reliability of the self- designed consumer perception scale, about product placement,

was examined by calculating Cronbach's Alpha. The value of Cronbach's alpha is .899 as depicted by Table 2. This value is greater than the recommended level of 0.7 (Nunnally, 1978), which indicates that the perception factors are consistent and reliable.

Table 2 - Reliability Statistics for Consumer Perception Scale

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.899	.898	8

Respondents have rated the response on higher side for various factors that are considered for product placement as a promotional tool. Consumers agree that 'product placement increases brand awareness and promotes the brand/ product' with a mean score of 4.21. Respondents have rated the product placement- a tool to 'increases consumer memory and recall of the brand or product' high with a mean score of 4.04. Marketers can come up with more product placement practices and can communicate the brand/ product benefits to the consumers. As revealed from Table 1 the overall consumer perception for product placement is high with a mean score of 3.9, which suggests that respondents agreed that product placement is a form of promoting the product. This implies that consumers are not sceptic about the product placement practices as an emerging tool of promotion mix.

Consumer Attitude about Product Placement Practices

Attitude about the product placement was also found to be high with the mean value ranging from 3.8 to 3.9 for 4 statement, of Muehling's (1987) attitude scale, on a 5 point Likert scale ranging from strongly disagree (1) to strongly agree (5) (Table 3). Overall reliability of the Muehling's (1987) attitude scale, for product placement, was examined by calculating Cronbach's Alpha. The value of Cronbach's alpha is 0.899 as depicted by Table 4. This value is greater than the recommended level of 0.7 (Nunnally, 1978), which indicates that the attitude factors are consistent and reliable. The overall consumer attitude for product placement is found to be 3.8864 i.e. the consumers are concerned about the product placement practice.

Table 3 - Consumer Attitude about Product Placement Practices

Statements	Mean	Std. Deviation
My attitude towards 'product placement' is favorable	3.85	.827
My attitude towards 'product placement' is good	3.86	.880
My attitude towards 'product placement' is likable	3.93	.814
My attitude towards 'product placement' is positive	3.88	.883
Overall consumer attitude	3.8864	.76722

Table 4 - Reliability Statistics for Consumer Attitude Scale

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.922	.923	4

RESULTS OF HYPOTHESES TESTING

For the testing of hypotheses (Ho1, Ho2, Ho3, Ho4, Ho5, and Ho6) one-way ANOVA was calculated against Gender, Age and Income to determine the impact of these demographic variables on the consumer perception and attitude, within the sample as well as across the sample. Table 5 defines the one-way ANOVA calculation to assess the influence, if any, of gender on the factors influencing consumer perception about product

placement. It was found that there is no significant difference in consumer perception for product placement on the basis of gender. Overall perception of consumer was found to be 3.94 and p-value for overall perception was found to be 0.180 this value is visibly more than 0.05 ($p < 0.05$) which states that null hypothesis (Ho1) is accepted and suggesting that gender has not distinctive influence on consumer perception with 95% level of significance.

Table 5 - One-way ANOVA- Gender

Perception About Product Placement					
	Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Between Groups	2.083	1	2.083	3.798	.180
Within Groups	94.633	218	.434		
Total	96.716	219			

With respect to second and third hypothesis (Ho2 and Ho3), significant difference was found in the perception of consumer for product placement with respect to age and income of the consumers, with p-value of .006 and

.000 respectively (Table 6 and Table 7), failing to accept the null hypothesis and suggesting that age and income of the consumer does affect their perception about product placement with 95% level of significance.

Table 6 - One-way ANOVA- Age

Perception About Product Placement					
	Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Between Groups	5.420	3	1.807	4.274	.006
Within Groups	91.297	216	.423		
Total	96.716	219			

Table 7 - One-way ANOVA- Income

Perception About Product Placement					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.689	3	2.896	7.107	.000
Within Groups	88.027	216	.408		
Total	96.716	219			

Table 8 defines the one-way ANOVA calculation to assess the influence, if any, of gender on the factors influencing consumer attitude about product placement. It was found that there is no significant difference in consumer attitude for product placement on the basis of gender. Overall attitude of consumer was found to be 3.88

and p-value for overall attitude was found to be 0.911 this value is visibly more than 0.05 ($p < 0.05$) which states that null hypothesis (H_0) is accepted and suggesting that gender has not distinctive influence on consumer attitude with 95% level of significance.

Table 8 - One-way ANOVA- Gender

Attitude for Product Placement					
	Sum of Squares	Degree of Freedom	Mean Square	F	Sig.
Between Groups	.007	1	.007	.013	.911
Within Groups	128.902	218	.591		
Total	128.909	219			

With respect to fifth and sixth hypothesis (H_0 5 and H_0 6), significant difference was found in the attitude of consumer for product placement with respect to age and income of the consumers, with p-value of .000 and .000

respectively (Table 9 and Table 10), failing to accept the null hypothesis and suggesting that age and income of the consumer does affect their attitude about product placement with 95% level of significance.

Table 9 - One-way ANOVA- Age

Attitude for Product Placement					
	Sum of Squares	Degree of Freedom	Mean Square	F	Sig.
Between Groups	12.160	3	4.053	7.499	.000
Within Groups	116.749	216	.541		
Total	128.909	219			

With respect to seventh hypothesis (H_0 7), positive correlation was found between consumer perception and

consumer attitude for product placement with correlation value .746, which is significant at 0.01 level. (Table 11)

Table 10 - One-way ANOVA- Income

Attitude for Product Placement					
	Sum of Squares	Degree of Freedom	Mean Square	F	Sig.
Between Groups	15.550	3	5.183	9.877	.000
Within Groups	113.359	216	.525		
Total	128.909	219			

Table 11 - Relation between Consumer Perception and Consumer Attitude about Product Placement

Correlations			
		Perception about Product Placement	Attitude for Product Placement
Perception about Product Placement	Pearson Correlation	1	.746**
	Sig. (2-tailed)		.000
	N	220	220
Attitude for Product Placement	Pearson Correlation	.746**	1
	Sig. (2-tailed)	.000	
	N	220	220

** . Correlation is significant at the 0.01 level (2-tailed).

Table 12 shows the value of correlation coefficient $R = 0.794$, (H_0), suggest that there is positive impact of consumer perception and attitude (for product placement) on consumer buying behaviour. 63.0% variation (R -square value of 0.630) is accounted due to

the consumer perception and attitude on the purchase intention of placed product/ brand. This implies that there is impact of other factors also on consumer buying decision.

Table 12 - Impact of Consumer Perception and Consumer Attitude (for Product Placement) on Consumer Buying Behaviour

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794	.630	.627	.487

PREFERENCE FOR PRODUCT PLACEMENT

The preference of Indian consumer about product placement with respect to other form of advertising media like broadcast, print, online, and transit was analysed with the help of AHP (Saaty, 2008). It a pair-wise comparison to measure intangible factors in relative

terms and gives the absolute judgement about the attribute. It gives absolute judgement that how much more, one element dominates another and obtains better consistency. To prioritize various media tools AHP was used due to its qualitative and quantitative analysis aspect.

Table 13 - Prioritization of Various Media Tools

Category		Priority	Rank
1	Broadcast Media	30.80%	1
2	Product Placement	27.30%	2
3	Print Media	18.90%	3
4	Online	15.40%	4
5	Transit media	7.60%	5

Consistency Ratio CR = 2%

Table 13 depicts a prioritization which indicates that consumer still prefer broadcast media as a number one advertising media, but they prefer product placement as number two and more than print, online and transit media.

As the consistency ratio (CR) is 2%, which is less than 10%, shows that preferences made by respondents are consistent and acceptable.

CONCLUSION

This study reveals that consumers' level of awareness about product placement found to be high but at the same time consumers are not aware about the initiatives taken by marketers to promote their product through music video, video games, and fictional play. This signifies that marketers need more efforts in this regard. Perception and attitude about the product placement was found to be high among respondents. Thus marketers can come up with more product placement practices and can communicate the brand/ product benefits to the consumers.

The results of study indicate that there is a significant difference in perception and attitude of product placement between the various age group ranging from age 18 years to 55 years; there is a significant difference in perception and attitude of product placement across the various income level groups ranging from INR 1 lac to 10 lac per annum; but there is no significance difference in perception and attitude on product placement among the male and female respondents. The study also shows that consumer perception and attitude are correlated and consumer perception and attitude about product

placement have a positive significant impact on consumer buying behaviour.

On the other hand Analytic Hierarchy Process shows that consumer still prefer broadcast media as a number one advertising media, but they prefer product placement as number two and more than print, online and transit media. This analysis shows that advertising agencies, media planners, brand managers, and producers have to develop such strategies which would increase the influential brand effect when a product is being placed. Placement of the product/brand should be done in more subtle way to create a preference for product placement over other form of media.

The study has implications for advertising agencies, media planners, brand managers, and producers and makes a good case for start of an era of product placement strategies in India. Though the study was limited with in a small geographical are but provides good insights about consumer behaviour towards product placement. Future research could focus on brand recall, brand recognition, and brand awareness through product placement. This study shall provide base for further research and help in deriving the turn that the product placement strategy might take in the coming years.

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