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Masters Dissertation

Product Placement OR Brand Integration in movies: Better method to influence consumer

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Abstract

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With evolving methods of audience attraction, promotion in movies has had an history of advancement putting the marketers in a dilemma to choose between the different methods available. With more and more investments into the entertainment promotions, making it a billion-dollar industry, it is crucial to understand its impact on consumers.

This study focusses on answering the very same question by providing a comparative side-by-side assessment of brand integration vs brand placement. The objective of this study is to determine the effectiveness of the two approaches in similar conditions and test their impact on audiences. The study was conducted through an experimental survey where the impact on consumers was assessed based on different factors such as brand recall, brand attitude and purchase intention. A quantifiable result is then provided to judge the comparative difference from the audience point of view. The formulated hypothesis provides an in-dept understanding of the factors governing the respondent's views in the qualitative assessment. As outlined through both the qualitative and quantitative assessment, brand integration has proven to impact the audience on a much larger scale in comparison to brand placement. Although being conducted on a general level, the study provides a template to further extrapolate its findings into more niche markets.

Key Words: Brand integration, brand placement, product placement, promotion, movies, brand recall, brand attitude, purchase intention, memory retention.

Declaration

Submission of Thesis and Dissertation

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Chapter 1

Introduction

Branding is a strategy developed by companies to help consumers recognize and experience their brand easily and differentiate from its competitors. Every organisation has to promote its brand irrespective of how good its product or services are. Marketing communication or advertising helps in promoting a brand and is a key factor for company's success (Lovelock and Wirtz, 2011). With the fast-changing environment, organisations are innovating the way of their communication with consumers. The notion of brand placement and integration in an entertainment context has received substantial attention from the marketers and organisations (Nagar, 2016). According to Balasubramanian (1994), product placement or brand integration is a new method of advertisement and is an effective way of promoting a brand where brands are placed in media content for a period.

1.1. Background

Marketers interest of promoting a brand using entertainment industry grew over the last few decades. With the screening of almost thousands of films every year, the film industry is capable of capturing potential customers from the larger audience (Nagar, 2016). The interest in this kind of marketing grew excessively in 1982 from the movie "E.T", where Reese's Pieces candy is placed. The company says that its sale increased by 65% within three months after "E.T" (Gupta and Lord, 1998). Building up on these, in the year 2000, the movie Castaway laid the foundation of its story over the FedEx courier services, where Tom Hanks is on an island with FedEx packages and used the boxes to save himself, this gave rise to a newer definition of product placement which can be termed as brand integration. Following the examples laid, and assuming positive response from the target audience, the entertainment industry was a platform to experiment with brand picturization. There were movies that revolved around both product placement and brand integration, the best example of which is the movie Transformers 3: Revenge of the fallen where brands like Mercedes Benz, General Motors, Lenovo are integrated and brands like Goodyres is placed. Moreover, brand channel awarded this movie with "Achievement in Product Placement in a single film" (Kit and P'ng, 2014). Another example of product placement and brand integration is from the movie Forrest Gump where Tom Hanks drinks Dr. Pepper in a party and includes a display of People Magazine, national geographic channel etc. in the background. Not just these, the investments

into this industry sore as high as millions; the famous 007-character James Bond used to drink Martini but in Skyfall he drinks Heineken, which was a deal of \$45 million between the producers and Heineken (Barber, 2015). In 2012, the total investment on product placements and brand integration was \$4.75 billion which was expected to rise by \$11.44 billion by 2019 (Statista Research Department, 2015).

1.2. Definition of terms

Product placement is a mode of advertising where branded products and services are featured in movies, tv shows or games to capture the large audience. In other words, brands or company names are placed in entertainment content to influence consumer attitude (Newell, Salmon and Chang, 2006). Brand integration is a special type of placement where brands are integrated in the media content which is used by consumers for entertainment purposes (Kinard and Hartman, 2013). Product placement means the use of brand's name or product as a prop while integration means the inclusion of a product in characters' dialog or action. For example, placement is just the positioning of a cereal box on the table or brand name in the background of the film or movies, whereas, brand integration is having a character or a person talk about cereal, eating that cereal or using that brand's product in the scene repeatedly (Carvajal, 2005). Film or show makers get paid by the companies to feature their brand in their content.

The idea of brand integration has always been amalgamated with brand placement. However, the two of them have a thin line of differentiation. Product placement is of 3 types which is used in movies and shows: verbal, visual and usage product placement (Kramolis and Drábková, 2012). Verbal placement is mentioning of a brand or its product into the script of the movies and shows, visual placement is when a brand is placed on screen for a period of time, and usage product placement is when a character interacts with the product by using it in a movie. For example, a character drinking beer of some brand in the movie is a usage placement. It is interesting to note how the usage product placement is misjudged to be brand integration, wherein the mere difference between the two is the effective plot role of the product in use. Brand integration is a type of usage placement where the product is woven into the story line. For example, the Sony Ericson phone in James Bond is a brand very well integrated into the whole storytelling, wherein the main character depends on the product for a whole set of story advancement. On the other hand, Chris Evans using MacBook in a scene in Captain America: The Winter Soldier is an example of usage product placement (Heisler, 2015).

1.3. What do we Know?

Branded goods have been incorporated into film scenes and have been in use before the First World War, since the primordial times of Hollywood (Galician, 2004). After the release of *Bonnie and Clyde*, a film in which “*Faye Dunaway proudly sports her beret throughout the length of the film*” sales of berets increased in US which captured the eye of marketers and advertisers (Lehu, 2009). However, the impact of E.T draw the attention and changed the way of advertising or marketing of a brand.

The research scrutiny started as early as the 80's. Changes in the media landscape have in recent decades caused changes in the way consumers use advertising and communicate with brands. Many studies have been conducted to check the effectiveness of product placement on consumers, from brand recognition to consumer buying behaviour. According to Berglund and Spets (2003), product placements have been said to be as an effective marketing communication technique which can improve consumer brand recognition. Many researchers have also discussed distinguishing between the different type of product placement and its effectiveness which is further discussed in the literature review section.

1.4. Problem Statement and Objective

These advancements and spurt in brand promotion via the entertainment industry has given rise to new definitions and concepts. Academic research has differentiated the different types of these brand placements and has also studied their impact on the audience (Gupta and Lord 1998; Homer 2009; Barnhardt, Manzano, Brito, Myrick, Smith 2016). Its only more recently that a new kind of placement has emerged – Brand integration. Limited research is available on this new category. With the advent of the newer branch, it is important to outline the effectiveness of this new brand promotion category and if so, then how much better it is from the existing one. While the above-mentioned theories do provide a clear segregation of product placement and their impact, what they lack is a comparative analysis among product placement and brand integration. Having said that, both of these models have their independent identity in isolation and contribute a fair deal towards the requirement. However, to test the efficiency of the two together, one must assess their impact on different variables and draw a conclusion. Who out of the two is better? Where do marketers invest their promotional strategies? Etc. are the line of questions to be answered.

This study provides the very same analysis through an experimental set-up with over 100 respondents to assess and determine the better out of the two. The methodology of the study

will be to present our respondents with same set of questions in an experimental set-up. The audience will be presented with couple of video clips depicting both integration and placement. Post viewing this clip, they would be questioned on the impact of each of them on brand recall, brand attitude and purchase intentions. Building up on each of the 3 categories, the assessment would then provide an efficiency scale of which out of the two promotional styles is better.

1.5. Research Question

Based on a research conducted by Karrh (1995), consumer behaviour towards brand placement in movies was assessed based on various factors. Furthermore, Gupta and Lord (1998); Homer (2009); Barnhardt, Manzano, Brito, Myrick, Smith (2016); have all outlined the impact of different types of placements on recall and brand salience. More than 2 decades apart from this research, with the advent of a newer version of promotion, this study aims to understand the coherence between these techniques on brand integration. The research tries to investigate the purpose of promotions in movies and weighs out a comparative analysis between product placement and brand integration outlook by consumers.

Thus, the Research question in place is:

“Product Placement OR Brand Integration in movies: Better method to influence consumer?”

1.6. Assumptions and limitations

Although this study aims to provide an assessment on the two promotional categories based on the customer's perspective, it does so on an underlying assumption that the circumstances and conditions of the respondents are all on the same scale. Furthermore, the different conditions like the movie genre, timings, character popularity, brand sector and the type of audience the movie is made for are all considered on a standard level. Moreover, the video clips used for the study are all taken from the Hollywood film industry assuming that it has the largest audience attraction and the respondents are aware of the movies. Nonetheless, the study does analyse the respondent's views categorising them on a number of variables such as age, origin, memory retention capability, their view on the impact of how informative the promotion is, and the conditions of modality(audio-video) in the promotion. A further breadthwise scaling of the study can be conducted by segregating the impact of promotional styles into different business sectors, for example, fashion, automobile, retail etc.

1.7. Thesis Structure

This thesis is organised in six chapters:

Introduction: The first chapter is to give the idea or background on what the paper is about. It is dedicated to explaining the up-to-date work by previous researchers, problem, and objective of the thesis.

Literature Review: This section covers the deep understanding of what brand recall and brand attitude is, with up-to-date work of the researchers. The discussed papers are all from the academic journal. It comprises of detailed information on previous result which is critically evaluated. Also, this section serves the purpose to synthesize the essential information retrieved from previous works, relating the variables that were included in this paper.

Conceptual Framework: This section consists of the proposed model; variables used to quantify the data. Also, highlighted the research questions with insights on the hypothesis development.

Methodology: The approach followed to conduct the research including the data collection, survey design and distribution, sample description and details on the analysis method used has been outlined in this section.

Analysis and Result: This section discussed about how the data was processed and analysed. Which tools and software were used and what kind of tests were performed to conclude the results? Each hypothesis is discussed, findings backed-up with test/analysis and insights were provided at the end of the chapter.

Discussion and Conclusion: The final chapter of this thesis. This section consist discussion where findings are linked with the literature review. This also has managerial implication where it suggests how the findings can help the marketers in selecting the type of promotion. Also, it has assumption, limitations and future research sub-heading which describes. A detailed conclusion is provided with a suggestion of future research.

1.8. Conclusion

With an exploratory approach to first qualitatively understand the consumer outlook and then support these views with quantifiable variables, this study thus aims to draw a conclusion on the comparative effectiveness between the two promotional styles. Although, Kit & P'ng (2014), argue how a magnitude of uncertainty is associated with this form of advertising and

marketeers should not expect a precise measurement of their effectiveness; the objectives of this study is to formulate a ground framework on comparative analysis. To keep the findings away from ambiguity, a standard scale of audience has been recognized with no in-dept categorization in movies or brand categories.

Chapter 2

Literature Review

Observing the impact of product placement, marketers began to invest in this form of communication to increase their company's revenue. Marketers concluded that films/TV shows were outstanding communication platforms that have the capability to influence consumers across the globe (Galician, 2004). According to Statista research department (2015), a survey indicates that 52% of North America trusted product placed in movies and 50% acted on it. The appearance of the brand in movies is increasing and companies are investing more per annum. Academic research has described how different kind of product placement has an impact on consumers behaviour, recall and attitude (Gupta and Lord 1998; Homer 2009; Barnhardt, Manzano, Brito, Myrick, Smith 2016). Their studies highlighted the shortcomings of different types of placements towards consumers. Many studies have been conducted to find the impact of product placement on brands attitude (Homer 2009; Gregorio and Sung 2010). The aim of their research was to check the attitude when exposed to brands which are repeated or just an appearance in a movie. However, a newer line of product placement is now introduced in the promotion categories – Product/Brand Integration. This research aims at distinguishing between the existing product placements and product integration. Having said that the differentiation will be based on both of their impacts on brand recall, brand attitude and finally purchase intentions.

2.1. Brand Recall

Brand recall implies how a consumer recalls a brand when imposed with an advertisement. It is based on information in consumers memory, which can be recalled when a clue is given (Prashar, Dahir, and Sharma 2012). It is further grouped into 2 ways: aided recall and unaided recall. Aided recall is a method of testing memory by showing products, clips, or some cues whereas unaided recall is used to gauge the effectiveness of brand without any clues. According to Wilson (1981), the higher the brands in the memory the greater is the chance for consumer to consider the brand for purchase.

Many academic researchers have portrayed the impact of product placement on brand recall (D'Astous and Chartier 2000; Gupta and Lord 1998) and analysed that the impact of prominent placement, which is on the foreground of a scene, is significantly higher than subtle placement,

which is placed on the background of a scene. Their analysis was based on different styles of product placement: audio and visual. Their findings suggested that audio only placements have greater impact than visual only placements. Furthermore, Sharmistha and Braun (2000), compared again and suggested that visual only placements have largest recall. On similar lines, Kit & P'ng (2014) also propose how audio placements in movies by celebrities impacts the brand recall to a greater extent than visual placements. Findings from academic research also imparts insights on how association of emotions and attention into the product enhances its influence on the receivers. (Sharma (2015); D'Astous & Chartier (2000); Gupta and Gould (1997). It is interesting to note how a combination of these studies leads in towards the level of plot connection in movies and its correlation with brand recall. Russel (2002), provides a mathematical result on a link across placement modality (audio or visual) VS plot connection (lower or higher) and critiques based on the survey results, that irrespective of the degree of plot connection, an auditory placement or a placement that has been verbally communicated is far more perceived than that of a visual or a background placement. Each of the above-mentioned studies emphasizes on the fact of engraving your placement into a movie and its impact on brand recall. This placement incorporation into the movies gives rise to a new line of product placement termed as 'usage product placement' which has a combination of both audio and visual modality, for example, Chevrolet and Audi in Captain America.

Where none of the above research talks about this line of placement; Wilson and Till (2011), found out that when usage placement was used, the recall was higher compared to the two separately, putting the entire debate of audio vs visual placement to rest. The paper suggested a 'recipe' for the highest recall; *"combined audio-visual presentation, that are prominently displayed, have actor involvement, and have two or more verbal mentions"* (Wilson and Till, 2011, p.391). Not until recently, a more streamlined version of usage product placement has emerged, which this paper identifies as product integration.

2.2. Brand Attitude

Attitude can be delineated as *"a disposition to respond favourably or unfavourably to an object, person, institution, or event"* (Ajzen, 2005, p. 3). Consumer behaviours are based on the attitude of the product or the brand such as like/unlike, purchasing decision, recommendations (Schiffman & Kanuk, 2004; Abrahamsson & Lindblom (2012)). Many researchers agree that attitude has three elements; cognition, affect and conation. This creates an ABC- model which depicts the relationship between knowing, feeling, and doing. Cognitive is about a person's belief and knowledge about the product or the brand, affective is regarding a person's feeling and emotions and conation, also called behavioural component is related to a person's

intentions to act towards a brand or an object, example – purchase a product. (Ajzen, 2005; Solomon et al., 2010; Schiffman & Kanuk, 2004; Abrahamsson & Lindblom (2012)). The products purchase intentions are based on the feeling which can be positive or negative and is established on the belief the consumers have towards the brand.

According to Lu, Chang, and Chang (2014), the audience was enhanced to product attitude after watching a short video with product and brands placements. The research stated that integrating products or the brands in the story line would generate higher product attitude compared to the usual product placement. Yao and Huang (2017) studies the paper by Xie (2014) which suggested product placement as a key factor in purchase decision, disclosing that individual customer attitude towards the brand/product can predict his or her purchase decision. The researcher Cowley and Barron (2008) investigated and suggested that there is also a negative effect of product placement on attitudes. The two major elements are viewers' involvement - a scenario in which there is low level of engagement in what audience are seeing and viewers' awareness of commercial goals of the branded product. Authors suggested that branded products are bound to have a negative impact when included in a movie or a show as audience mind begin to wander off the plot and start noticing things featured on the screen. Though the author found negative impact on brand attitude, they concluded that if placed with higher involvement (integration) and low awareness, audience will have positive brand attitude. On the similar lines, a new research was developed in terms with the relationship between product placements and brand attitude: repetition (Homer, 2009). The author suggested that prominent placement, when combined with low repetition, have a more incisive impact on the brand attitude. If it is combined with high repetition, there will be a noticeable decrease in brands attitude. On the other hand, subtle placement will have a positive effect on brand attitude if combined with high repetition whereas it is said to have no change in the attitude with low exposure.

2.3. Result analysis and literature gap

A study was conducted by Gupta and Lord (1998) on brand recall using different types of product placement which includes: prominent, subtle, audio, and visual. The sample size was 274 undergrads student as they were the primary target. Though moviegoers' demographics varies by different types of picture, 18-24 age group had the highest movie attendees. The subjects were shown a videoclip of 30 mins and were asked a question. Authors claimed that brand recall for prominent placement was higher than subtle placement, which was the first hypothesis of the paper. Their fourth hypothesis (H4) was comparison between audio only and

subtle visual placement and it was confirmed that audio only had the higher recall. Subsequently, authors mentioned for H4 that there was a gap because the results might be different if compared with prominent visual placement. Although, the paper discusses the impact of brand recall with different types of placement, there is still a gap which is a differentiation between usage placement and plot connection or integration. Nonetheless, the authors have tried to capture the audio-visual placement, but have acknowledged the fact that the results were not supported, concluding that this type of placement will have the higher brand recall. Gupta and Lord's (1998) study is based on a rigid definition of different types of placement and thus provides a template for effective correlation in future. However, it fails to acknowledge the different amalgamations available across the different categories of promotions like the overlap of usage placement and plot connection.

Another study was conducted by Sharma & Nayak (2014) on brand recall through product placement which included 104 respondents with a questionnaire of 39 questions. The authors mentioned that product placements in movies and shows attracts the audience attention and helps in acceptance of the brand. The respondents responded that they recalled the brands while deciding what to purchase and at the time of shopping. Also, authors discussed about the factors which are connected to placements like celebrity endorsement, references, and emotions. It was observed that audience have positive impact watching their favourite brand or product placed in the movie. Their paper is mainly based on the products, brands endorsed by celebrities, emotions to purchase a product which has an impact on brand recall. However, the paper lacks on distinguishing between the impact of different types of placements. Nonetheless, they mentioned that visibility of the product or integrating the brand in the story line is must for effective marketing.

Many researches have been done on the impact of product placement on brand attitude. Based on the research of Gould and Gupta (1997), the authors again researched along with Grabner-Kräuter but this time in different countries: US, France, and Austria to compare the impact in different countries. The surveys on the countries were same with 75%-99% under the age of 25 and with 50/50 balance respect to gender. While analysing the impact, it was seen that there was a difference in how product placement is accepted in each of the countries. The survey showed that audience were more tolerant towards placements in movies in the States compared to France and Austria. Also, there were some similarities when the placements were of cigarettes, alcohol and guns. Another similarity was in terms of gender; women were less positive towards placements in all the mentioned countries (Gould, Gupta, and Grabner-Kräuter, 2000). The authors concluded that though there was a similarity in attitudes across the

three countries, they differed in intensity. It also suggested that there is a positive impact of placement on attitude while making a purchase decision. However, the paper did not talk about the different placement types but included for further studies that it should compare the types of placement and its impact.

While Gould and Gupta (1997) discussed about the positive impact of brand attitude, the researcher Cowley and Barron (2008) talked about the negative impact of product placement on brand attitude. The authors used 2 different approaches to explain the paradigm shift in attitude when exposed to placements. There were 215 undergraduate student who participated in the design. The factors included were product placement (present, absent), prime (present, absent), types of placement (prominent, subtle). First, the paper mentioned that product placement increases the implicit memory and not essentially the explicit memory which means with just a mere exposure of the placement, subconsciously the viewers started to remember and like the brand. The second method was that the placement would improve explicit memory, with a positive change in attitude when only exposed to audio placements which are integrated to the plot (Russell, 2002; Cowley & Barron, 2008). Additionally, authors mentioned some drawbacks of product placement. Firstly, prominent placement enhances the brand awareness but simultaneously makes the audience aware of the placements which in turn facilitates an audience understanding that this placement is a mere persuasion attempt. The researchers Van Reijmersdal, Neijens and Smit (2009) agree and state that *“the higher the perceived prominence of a placement, the more negative the placement attitudes and beliefs”* (Van Reijmersdal, Neijens & Smit, 2009, p. 433). This can affect the impact and lead to decrease in attitude for the brand as well the movie. However, the paper distinguished between different types of placements and advertising methods but lacks to discuss about the usage placement or the brands that heavily integrated in the story line. Nonetheless, authors mentioned that consumers are becoming more aware of the tactics so their understanding and assessment will evolve with time and it will be interesting to check the impact of brand attitude with new tactics.

Another study was conducted in this field which included plot connection to some extent. Homer (2009) studied how attitude is changed with different type of product placement; prominent and subtle - a research already done by different authors, but with another factor into account which is repetition. The motive of the study was to find out how attitude shifts when exposed with the brands that are repeated in a subtle and prominent way. Different sample sizes were used to test the five hypotheses. Sample size for experiments were 108 students for first hypothesis and 155 students for the remaining four with median age of 22. The first test was to check the foreknowledge of few brands and their attitude, and to see the impact of

repetition. The results clarified that the repetition in prominent/obvious way creates negative impact towards the brand and vice versa. The second test was used to check the attitude towards the show or movie because of repeated placements; views on whether they feel placement as an interruption while watching the show or movie; how it affected their opinion on integration to the story; and their opinion towards the movie after showing the obvious placements. Homer (2009) confirmed that repeated placements that are obvious have negative impact towards the attitude of movie and an interruption to consumers as compared to subtle placements. The main factor which he spoke about was that it has no effect when repeated placements are integrated in the story line. However, the author did provide a good comparison and checked the impact of repeated placements in plot connection, but also left a gap to understand the integrating the brand completely in movies. Nonetheless, he mentioned for future research that integrating brands will have a huge impact on consumers as it will not be considered as repeated placements while playing an important role in the movie.

2.4. Conclusion

Research has outlined, that considering the uncertainty in the consumer perspectives, drawing out a clear interpretation on the effectiveness of a particular type of placement is not possible (Kit & P'ng, 2014). Although, the above studies have implied an impact of placements on consumer behaviour, what they lack is a side-by-side comparison to understand which of the two (product placement or brand integration) have a more compelling influence to brand acceptance. This study builds up on the gaps identified by the different literatures above and aims to provide a differentiative approach to different types of product promotion categories. The result obtained at the end of this study will be a guide to interpret audience reviews on brand integration and product placement categories.

Chapter 3

Conceptual Framework

Conceptual framework helps in stipulating and delineating the concepts within the study. It helps the researcher to recognize and construct the phenomenon that should be explored. This helps to explain how the research is going to be held to get the result. Basically, it's the graphical representation of the research paper that explains the relationship between the variables and factors (Adom, Hussein, and Joe, 2018).

3.1. Proposed Conceptual Model

Many studies have been conducted on the effects that product placement has on different factors such as recognition, recall, attitude, acceptability. However, the researchers claim that “*research in this arena is still relatively scarce*” and hence, every author leaves the scope for future research (Kureshi and Sood, 2010). The aim of this paper is to distinguish between product placement and brand integration, a new line of promotion in movies. The conceptual framework given below (Figure 3.1.1) depicts the hypothesis and the links between each of these hypotheses in assessing the final comparison between the two.

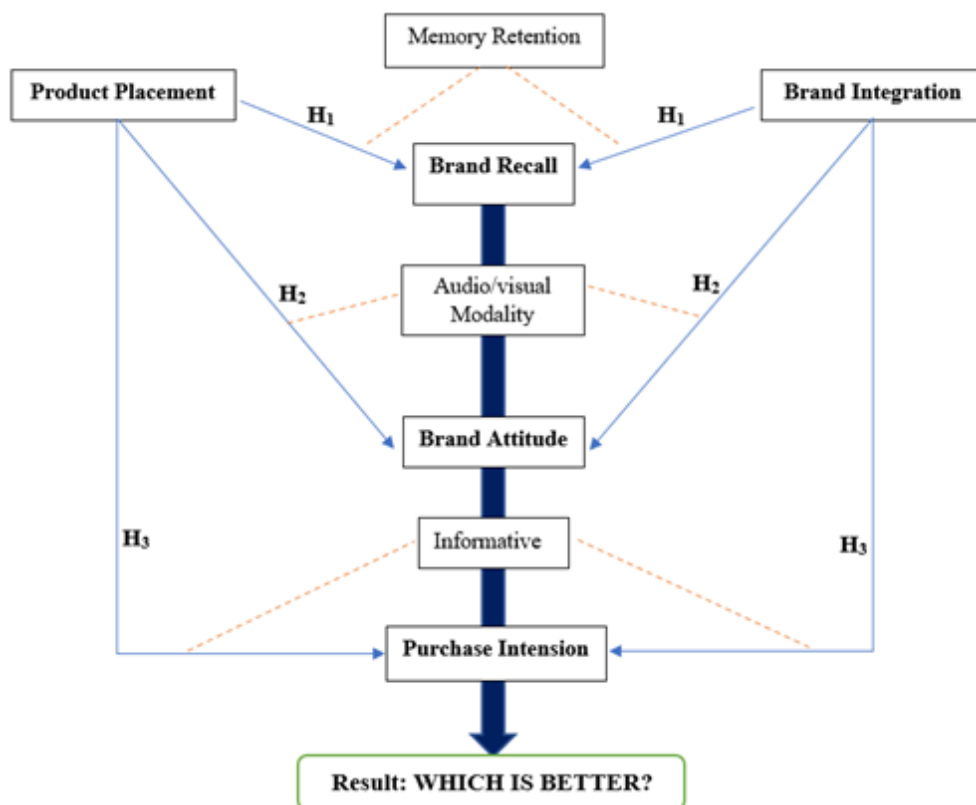


Figure 3.1. 1: Proposed Conceptual Framework

3.2. Research Hypotheses

Different types of product placement and their impact on brand recognition and other factors have been tackled by authors. Few authors have also researched about the effect of brands or the products through plot connection. However, the comparison between the placement and brand integration is not discussed by the authors. Therefore, comparing the two is the need of further development.

From the information gathered through literature review, three research questions were developed, and 3 factors were considered for each of the hypothesis, mentioned in proposed conceptual model (figure 3.1). The questions were developed from the previous research and the factors were chosen from the same studies.

Brand recall can be achieved through two ways. One, the environmental conditions such as word of mouth, brand image, brand familiarity etc. contribute towards brand recall. On the other hand, a more instigated approach has been followed by brands to reach their target audience. This approach could be through different communication medium such as tv, ads, social media, and movies. The literature reviewed above outlines how different techniques of promotions in movies have provided different results with the audience. Product placement not only enhances brand recognition but also efficiently affects brand recall (D'Astous & Chartier, 2000). A study conducted by Morton and Friedman (2002), showed 38% of the total participant were able to recall the brands showed in films. The literature review mentioned above stated how different researchers studied the impact on brand recall via different methods. According to Reijmersdal et al., (2009) and Gupta and Lord (1998), brands which are placed prominently have higher brand recall. Studies mentioned in literature review indicated different types of placements, which were prominent/subtle, audio only, visual only and audio-visual and have been compared with each other. However, Sharma and Nayak (2014) mentioned in their future research about the study of brand integration which leads to the following hypothesis:

H1: Brand Integration has more impact on brand recall than product placement.

H1a: Brand Integration has more impact on memory retention than product placement.

As proposed by many researchers, product placement, whether it can be seen, heard or both, impacts a lot in shaping brands attitude. As mentioned above, there are many factors which help to build brands attitude, but a better or more effective method is placing a brand in movies or shows with celebrity endorsement, usage placement etc. The literature review above

highlights how different techniques are used to analyse the impact of different product placement on brands attitude. Cowley and Barron (2008) discussed how prominent placement shapes the negative attitude towards the brand. There has been a discussion about how audio, visual and audio-visual modality shapes the brands attitude. Russel (2002) distinguished between audio and visual placements and established that audio only modality has positive impact on attitude as compared to visual only. On the other hand, Panda (2004) established when visual-verbal modality is used it creates greater impact than any other modalities. Many researchers mentioned about comparing different techniques with respect to product placement which is mentioned in literature review. Also, Homer (2009) mentioned that integrating brand in the story line will have huge impact amongst all type of placement, thus the second hypothesis is:

H2: Brand Integration has a positive impact on brand attitude than product placement

H2a: Brand Integration is a better method to influence consumer brand attitude than audio-visual modality.

Finally, after linking up the impact of both brand integration and product placement on brand recall and brand attitude, it is likely to check its effect on consumer behaviour. As mentioned before about the sales of Reese's candy which increased to 65% after its placement, it is time to analyse and see what are purchase intension of consumers when exposed to the two different styles of promotion. While many researchers mentioned about the benefits product placement has and brand integration (can lead to), research to support how positively the consumer influence to purchase a product or services is not clear. It is difficult to understand the human behaviour and with respect to this Kaarh (1998), suggested that new approaches should be taken in order to determine the link between the promotion styles and purchase intention. Also, it should be tested continuously. Many questions arise when it comes to consumer behaviour: Will moviegoers intend to buy the product or the brands after seeing it in a movie? Will the featured brands serve as a trigger to stimulate a purchase intention on the consumer? Do these factors (brand recall, attitudes, celebrity endorsement etc) enhance the consumers purchase intention. If yes, which is a better way to effect consumer intention. This leads to the third hypothesis:

H3: Brand Integration has positive influence than product placement on consumer purchase intention.

H3a: Brand Integration is more informative than product placement.

Chapter 4

Methodology

There are various ways in which a research can be conducted, the major methods are deduction and induction which depends on the analysis; quantitative or qualitative (Bryman and Bell, 2011).

4.1. Result analysis and literature gap

This is a well-structured plan and procedure for research that simplify the broad assumption into detailed methods of data analysis, collection, and interpretation. It helps in identifying which method to be used for the study. It includes research design, procedures of inquiry, and research methods of data collection and analysis.

Design

A research design is a structure or strategy for the implementation of a marketing research project. It details the procedures needed to structure or solve marketing research problems. In other words, its emphasis on details and practical implementation of the approach. It can be of two ways: exploratory and conclusive research (Malhotra, Nunan, and Birks, 2017). Exploratory research is an adaptive approach that evolves with requirements to understand marketing concepts that is difficult to be numerically associated whereas conclusive research is a more rigid approach with pre-defined marketing techniques to prove a hypothesis.

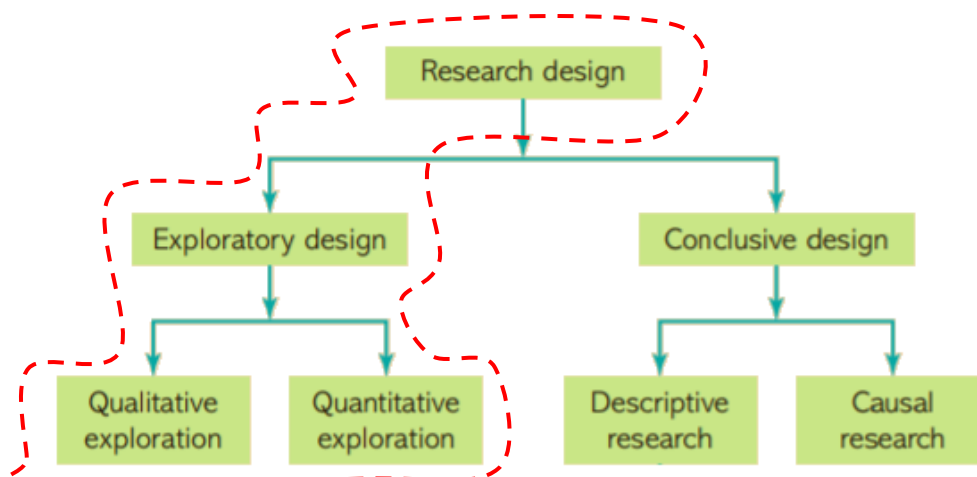


Figure 4.1. 1: Proposed Research Design (Malhotra, Nunan, and Birks, 2017)

This paper interprets the hypotheses through an exploratory approach which will further be supported by both qualitative and quantitative assessments.

Deductive and Inductive Research

Deductive theory is the most common interpretation which tells the relationship between theory and research. The researcher uses this approach with the existing theory and the knowledge to draw the conclusion. This approach is most common in quantitative analysis. An inductive approach is the opposite of deductive approach where it aims at developing the theory. In other words, theory is formed from the empirical findings. Also, this is associated more with qualitative analysis (Bryman and Bell, 2011).

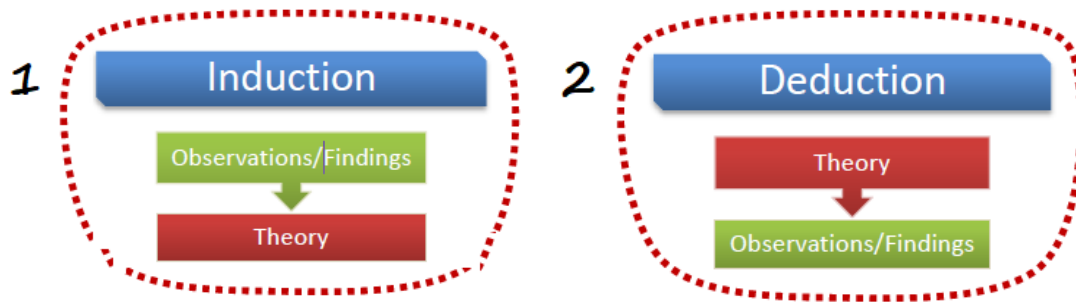


Figure 4.1. 2: Induction and Deduction approach

In this paper, the research approach is twofold. First, it analyses the respondents' view to draw a theory (which of the two promotional strategies is better). Next, this theory is assessed to conclude the factors responsible for its induction. The phenomenon of product placement is not new, but brand integration is. Therefore, this paper is based on both induction and deduction approach.

Qualitative and Quantitative approach

Qualitative study can be interpreted as a research technique that typically emphasizes on the words rather than quantification of data. The primary objective of qualitative research is to gain a deeper understanding of the subject under investigation. This type of research is distinguished by its proximity to the source of the data collected e.g. through an in-depth interview. This type of analysis generally associated with inductive approach and emphasis on generation of theories (Bryman and Bell, 2011).

Quantitative research is more formalized and systematic than qualitative research and will be highly supervised by the researcher. The main objective of a quantitative investigation is to generalize on a given subject. This method is used to test the theories by examining connection between the variables. This type of analysis is associated with deductive approach and emphasis on testing of theories (Bryman and Bell, 2011).

Fundamental differences between quantitative and qualitative research strategies		
	Quantitative	Qualitative
Principal orientation to the role of theory in relation to research	Deductive; testing of theory	Inductive; generation of theory
Epistemological orientation	Natural science model, in particular positivism	Interpretivism
Ontological orientation	Objectivism	Constructionism

Figure 4.1. 3: Fundamental difference (Bryman and Bell, 2011)

As mentioned in inductive and deductive approach, this paper is using both the analysis which is named as mixed method research by Bryman and Bell (2011). Firstly, based on the data collected through qualitative analysis, this study interprets a comparative winner between the two promotional styles – product placement and brand integration. The qualitative analysis consisted of an experimental setup, wherein respondents were presented with video clips from both the categories and must choose the better influencer among the two.

Furthermore, the interpretation derived from the above analysis is then supported/explained using quantitative results. Here, insights driving the respondents' decision are understood from a range of factors. These factors are distilled using the same experimental setup and fall under either of the categories: memory retention, audio-visual modality, and level of information.

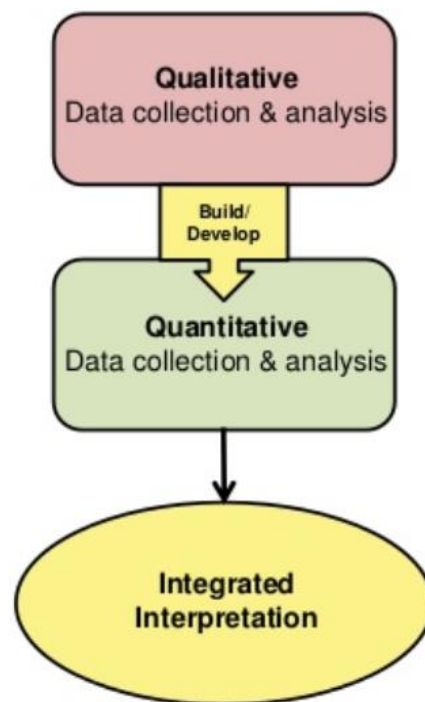


Figure 4.1. 4: Sequential Exploratory (Roller, 2020)

The above figure explains the analysis procedure incorporated into this study. This type of approach, where a qualitative analysis is followed by a quantitative study, has been classified as sequential exploratory by Roller (2020).

4.2. Data Source and Collection

Data can be collected in two different ways: primary data and secondary data. Primary data is new and collected only to serve the need of specific papers. This type of data is collected with survey, interviews, experimental surveys etc. When the authors use this type of data, there is a surety that the data collected is up-to-date and accurate. In other words, primary data are fresh, original, and unique which is collected by the authors through different methods according to the paper's requirement. On the other hand, secondary data is the information that already exist or available via different researchers which has been processed through statistical analysis. It can be from articles, journals, papers, books, etc (Malhotra, Nunan, and Birks, 2017). According to Bryman and Bell (2011), most methods to collect data for both qualitative and quantitative analysis is structured interviews, questionnaires, structured observation, and content analysis.

In this paper, primary data is collected for analysis as the relevant data is not available in previous research because a side by side comparison between product placement and brand integration has not been extensively conducted. With the use of an experimental survey, participants were required to provide their views on product placement and integration videos. The participants were made aware that the responses will be completely anonymous and will be stored and assessed only during the duration of dissertation. The survey was circulated among the respondents via email, WhatsApp and social media channels owing to the restrictions imposed during COVID-19. The circulation followed a word-of-mouth approach where every respondent shared the survey with an additional batch to maximize responses.

4.3. Population and Sample

Considering, that this study revolves around the impact of promotions in movies, the main target were the theatre audiences or the younger customers (Eisend, 2009). Furthermore, Gupta and Lord (1998) have also pointed out how the age bracket of 18-24 are regarded with the highest movie attendance.

Sampling Method

As suggested by Goodman (1961), to facilitate a successful study, and to gather maximum participants, a non-probabilistic sampling method was considered.

Termed as the Snowball Sampling method, this required each individual to forward the survey with different individuals in the population. Thus, reaching a wider audience which eventually will enhance the sample-size.

Sample size

The total sample size of the participants was $N = 131$. Owing to the above-mentioned research, the target audience was primarily students falling in the age bracket of 18-26. However, to accommodate a wider set of responses and to consider the extremities of the rainbow, the survey acknowledged audiences' age brackets in 5 categories (18-24; 25-30; 30-35; 35-40; 40+). Of the 131, 57.25% belonged to the age group of 18-24, 32.8% belonged to 25-30 and the rest belonged to the 30+ categories.

4.4. Selecting the featured brands and movies

Based on the target audience, the brand and movie positioning in the survey played a vital role. As the sample audience were majorly young students, it was important to choose brands that they could relate to or brands that are not overly priced. Keeping this in mind the major brands depicted in the survey are outlined in table 4.4.1. As seen, most of these brands fall under the affordable pricing ranges and those that our audience are aware of.

The selection of the movies was based on major differentiation provided in the study, i.e. movies that include product placement and product integrations. For example, the brand FedEx was chosen from the movie *Cast Away (2000)* for brand integration and from *Doctor Sleep (2019)* for brand placement. This way it was easier to provide a side-by-side comparison on 1 brand promoted in 2 different styles in 2 different movies. A detailed promotion categorization is also available in table 4.4.1. Each of these videos, are at a maximum of 3 minutes, which is a much-shorter duration when compared to other research (Homer -2009, used 15-minute long videos). The decision to cut down on the video timing was keeping in mind the current pandemic situation and that the level of involvement on surveys seated in a distant location would not last longer than 10 minutes.

To create an audience connect and understanding of the video, only scenes with promotions were clipped out of the entire movie in an attempt to establish an overall understanding of the

films plot and its characters. The software used to crop and collate videos was the Windows Movie Maker 2.6.

Sl. No	Brand	Movie	Type of Promotion	Segment used
1	Pepsi	Transformers (2007)	Product Placement Visual	Brand Recall
2	Coca Cola	Harold and Kumar (2004)	Product Placement Verbal (Audio)	Brand Recall
3	Sprite	Harold and Kumar (2004)	Product Placement Visual	Brand Recall
4	Mountain Dew	Transformer (2007)	Product Placement Usage	Brand Recall
5	Bud-light	Transformer (2014)	Product Placement Usage	Brand Recall
6	White Castle	Harold and Kumar (2004)	Brand Integration	Brand Recall
7	Cadillac	Transformer (2007)	Product Placement Visual	Brand Recall
8	Audi	Captain America (2016)	Product Placement Usage	Brand Recall
9	GMC	Transformer (2007)	Product Placement Usage	Brand Recall
10	Chevrolet	Transformer (2007)	Brand Integration	Brand Recall
11	Hummer	Transformer (2007)	Product Placement Visual	Brand Recall
12	Lamborghini	Transformer (2014)	Product Placement Usage	Brand Recall
13	Beats Audio	Transformer (2014)	Product Placement Visual	Brand Recall
14	Good Year	Transformer (2014)	Product Placement Visual	Brand Recall
15	FedEx	Cast Away (2000)	Brand Integration	Brand Recall
16	Baskin Robins	Antman (2015)	Brand Integration	Brand Recall
17	Ebay	Transformer (2007)	Product Placement Verbal (Audio)	Brand Recall
18	Xbox	Transformer (2007)	Product Placement Visual	Brand Recall
19	The Strokes	Transformer (2007)	Product Placement Visual	Brand Recall
Section -2				
20	Chevrolet	Transformer (2007)	Brand Integration	Brand Attitude
21	Chevrolet	Captain America (2014)	Product Placement Usage	Brand Attitude
Section -3				
22	FedEx	Cast Away (2000)	Brand Integration	Purchase Intention
23	FedEx	Doctor Sleep (2019)	Product Placement Visual	Purchase Intention

Table 4.4. 1: Brands and movie featured in the survey

4.5. Survey design

The survey set-up was an experimental design to understand the participants behaviour towards promotions in movies. Although, the aim of the study was to conduct an interview with sample audience and provide each one of them the similar environment conditions while assessing the promotional styles; COVID-19 and its restrictions hindered this process and the study was then transferred to an experimental survey using google forms.

Keeping this in mind the entire study was categorized into qualitative analysis (Study 1), followed up by Quantitative analysis (Study 2). The latter was to comprehend the responses received in Study 1 and back them up with factors distilled in Study 2. To further, characterize the sample, the Study 1 consisted of filler questions with age bracket, country of origin and prior experiences (Refer figure 4.5.1 in appendices).

Study 1 – Qualitative Analysis Survey

The aim of this study was to draw a conclusion, referring to a comparative analysis of Product placement and Product integration. This was done by providing the participants with videos pertaining to each types of promotion and understanding their degree of influence under the following categories – Brand Recall, Brand Attitude, Purchase Intention.

- **Brand Recall**

To understand to what extent, brand promotion in movies aids brand recall; participants were provided with a collated video of 3:48 minutes, which had a total of 19 brands (Refer table 4.4.1) across the two promotional styles – product placement and product integration. This short video tested the audiences’ ability to recollect brand names in a short duration from a list of options available. Note that this list also contained false brands to confuse the audience and test the recollection (Refer figure 4.5.2 in appendices).

- **Brand Attitude**

To streamline the experiment and analyse which of the two styles – product placement Vs product integration compels an audience towards a change in brand attitude or brand perception; two videos with the same brand but opposite branding styles were shown. The audience was first questioned their understand and perception of a particular brand (here, Chevrolet). Next the audience was also asked as to where they recollect watching these brand on screen. Building up on these questions, the participants were then shown

the videos and finally required to choose between the two videos, based on which influenced them and their preference of a promotional style (Refer figure 4.5.3 in appendices).

- **Purchase intention**

To further extrapolate the impact of promotion, the style that influences audiences towards buying was tested. To do this, participants were presented with 2 videos of the same brand (FedEx) but different promotional styles. Next, the audience were questioned on which of the two promotional styles – product placement and product integration persuaded them to buy FedEx services (Refer figure 4.5.4 in appendices). All of the above questionnaires provide a direct side-by-side comparison of promotional influence on customers.

Study 2 – Quantitative Analysis Survey

Post understanding, the impact of promotion categories on brand recall, brand attitude and purchase intention; this study aims to numerically quantify the effectiveness under each of these sections through various models. To facilitate this, a new section in the previous survey was created. Before recognizing the effectiveness of the variables responsible for audience responses in study 1, the participants in this study were first presented with a question to realize their reaction towards promotions in movies (Refer figure 4.5.5 in appendices). This survey intended to compute the correlation of factors such as **memory retention**, **brand influence** and **degree of information** provided by the promotion category.

- **Memory Retention**

To comprehend the impact of brand promotional style on memory retention, the survey participants were tested on their recollection ability on a scale of 1-5 on products promoted in movies. The different promotion categories chosen were FedEx in Cast Away (Brand integration), FedEx in Captain America Civil War (Usage Placement), Xbox in Transformers (Visual placement). (Refer figure 4.5.6 in appendices)

- **Brand influence**

To test the level of positive influence brand promotions have on audience, the survey participants were presented with 2 different videos for the same brand. They were then questioned to rate on a scale of 1-5, on how positively they were influenced by the promotion.

- **Degree of information**

Another factor, affecting audience reactions to brand promotions is the level of information the promotion provides. To test these conditions, two different promotional spaces were presented to the survey participants for the brand McDonalds. The respondents were then required to provide the level of information received from both the videos on a scale of 1-5.

Chapter 5

Analysis and Result

The purpose of this paper was to distinguish between the two different styles of promotion. As mentioned in the methodology section, the study is divided into two parts: Qualitative analysis (Study 1) and Quantitative analysis (Study 2). For both the studies, the sample size $N = 131$.

5.1. Survey analysis

After successful data collection through survey responses, the survey analysis was conducted to better comprehend the output. This analysis was two-fold, first, it collated the information received from study 1 to derive a result on the research question. Next, an extrapolated study was conducted to understand why the said result was received in the previous study. The second analysis involves a more methodological and quantifiable approach where we build a statistical co-relation to understand what factors led respondent X to choose response Y in study 1.

Study 1 Analysis

This analysis was focussed on answering the research question at hand – Product placement Vs Brand Integration. To derive the result, the respondents' views were considered and based on the majority of response inclination, an effective winner between the two promotion categories was derived. Note that, this analysis is highly dependent on the sample size and their environment. Furthermore, considering that this analysis revolves around human behaviour/perception, it is highly volatile and thus is centred around the majority's opinion.

The 3 areas (brand recall, brand attitude, purchase intention) used to test the comparative judgement, provide a final inclination towards either of the two promotional categories. Also, to facilitate the analysis, the survey tool used – google forms, provided automatic insights with graphical representations.

Study 2 Analysis

This section followed a more detailed analysis, to support the respondents' views in study1. Also, this analysis provided support to the sub-hypothesis outlined in the paper. To do so, 3 tests were conducted for each hypothesis namely: One-sample T tests, ANOVA, GLM Univariate analysis/regression analysis. The analysis was conducted on the tool Statistical Package for Social Science (SPSS).

One-sample t tests: This test is used to provide a comparative mean analysis result. Banda (2018) suggests how this test can be used to compare the means with a hypothetical population mean to gain insights on its variance from the required standard. Based on the survey scale provided in this study, the higher the mean the more effective is its impact with the audience.

ANOVA: Analysis of Variance is a technique used to estimate the degree of shift of a dependent variable with the independent variable. Martin (2008), discusses how this model aids in understanding the variance among groups to relative variance within groups. To interpret these results, the ANOVA F-statistic (F-score) and the Significance level (probability level - p score) are considered. The higher the F-Score gets, the lower will the significance level go. To prove that the different variables under consideration have a significant difference, the p score < 0.05 is considered. For this study, a score of under $p < 0.05$ would denote that the audience's response for a particular factor (Eg: memory retention) has a significant dependence on the type of promotion.

GLM Univariate: The Generalized liner model is used to provide regression analysis to determine the relationship of the dependent variables with the independent /covariate factors. This model helps us to comprehend the linear interactions that each combination of factors could have with the dependent variables. A more detailed insight is available from the "*test of between-subject effects*" where the partial eta squared statistic outlines the "practical" significance. Larger the value of *partial eta squared*, indicates a higher relation of the dependent variable with the fixed factors; in this case for example, the *partial eta squared* value outlines the percentage of dependence (R squared-value) memory retention has on types of promotion. Researchers comprehend that an R squared-value greater than 0.5 proves a higher impact. However, it is important to note that, this paper deals with human responses or behaviour on a particular subject which is highly unstable and thus an R-squared value between 0.2-0.5 is also acceptable (Arvinlucy A. O, 2013).

5.2. Survey Results

Study 1 – Qualitative results

The study consists of all the three types of product placement which are audio, visual and usage placements and compares it with brand integration in terms of brand recall, brand attitude and purchase intension. It was an experimental survey where participants had to watch the edited videos and respond to questions based on the videos. This study was conducted to build a theory

on which of the promotion style is better from consumer point of view. Altogether, the three main mentioned hypotheses were tested and analysed, and all the hypotheses were positive.

Firstly, the papers aim was to check the impact of promotions in movies and collect results of how many consumers actually buy a product/services after seeing in movies. Out of 131 participants, 33% (44 participants) said that they bought the product after seeing its promotion. On further extrapolating, these statistics to a wider audience, the resultant figure is bound to be a much higher number. The major insight drawn from these results is that promotion in movies has been very well perceived by the audience. Although, the question of which promotional style enhances the audience attraction is the one, discussed in this paper.

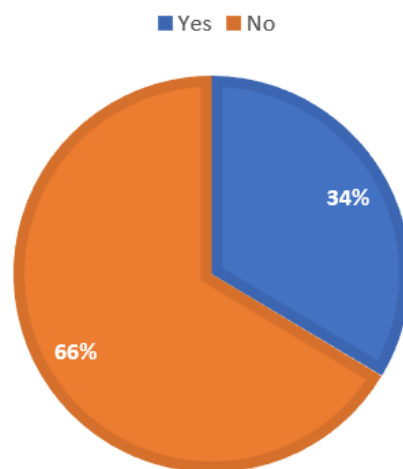


Figure 5.2. 1: Participants purchased the product/services

The second segment of the survey was to find out which of the 2 promotion styles was better for brand recall. After analysing the results, the first hypothesis (H1) was tested positive. The highest aided recall for brand was for brand integration followed by visual and verbal product placement. Out of 131 participants, 81% (106 participants) were able to recall the brand FedEx, 74% (97 participants) recalled Baskin Robins and both the brands were integrated in the movies. Also, 67% (88 participants) were able to recall coke (verbal placement), 60% recalled Audi and GMC (usage placement). The paper also distinguished between subtle and prominent placement where the results suggested that subtle placement had the least brand recall which was Stokes (7.6% of participants), Xbox (13.7% of participants) and sprite (16% of participants). The figure below represents the percentage of aided recalls from the survey.

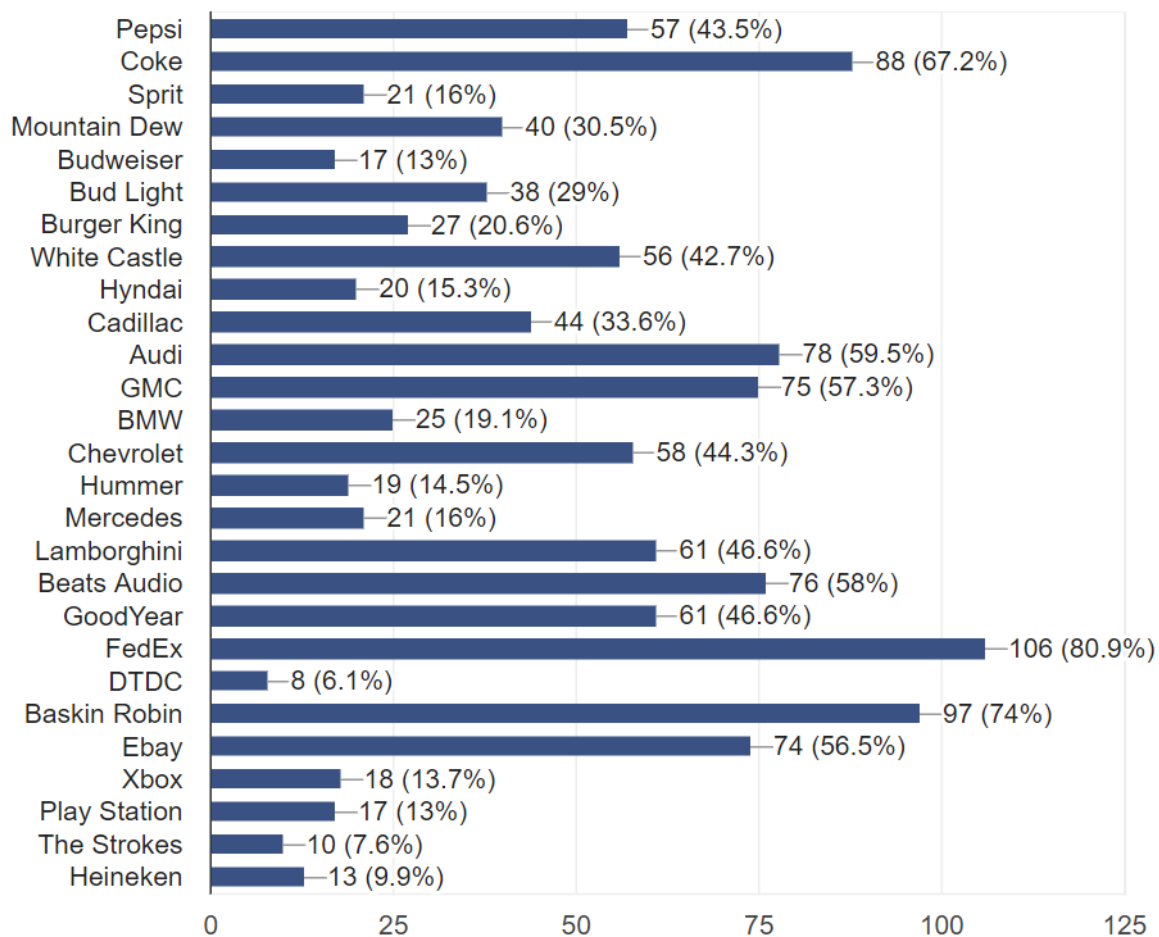


Figure 5.2. 2: Result of Brand Recall

The results showed that brand integration has comparatively higher aided brand recall than product placement (usage placement, visual placement, audio placement). Furthermore, participants were asked which among the two styles influence a positive attitude towards the brand. After analysing the data, the second hypotheses (H2) was tested positive. The numbers clearly proved that brand integration had more positive impact than product placement. Out of 131 participants, 70% agreed that video B (brand integration) was a better way of promoting the brand (showed in Figure 5.2.3) and 67% (88 participants) of them agreed that video B improved their perception about the brand (showed in Figure 5.2.3).

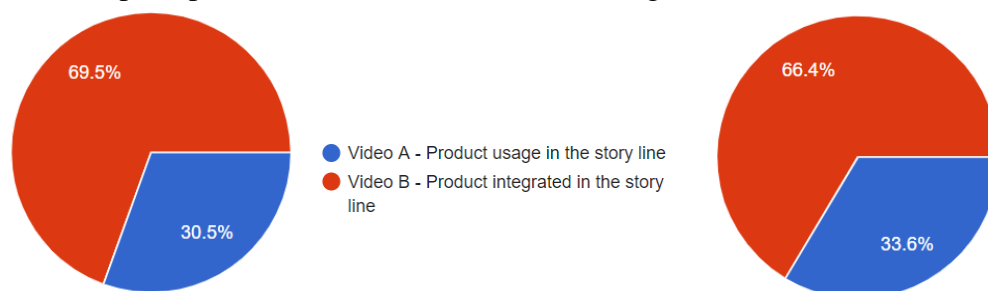


Figure 5.2. 3: Promotion Style & Brand Attitude

The last segment of qualitative analysis was to find out which of the promotional style persuaded participants to buy the brand (FedEx) services. After the analysis, it was seen that 71% of the participants (93 people) opted for clip A which was brand integration and proved the third hypothesis (H3). Figure 5.2.5 shows the impact on purchase decision. Hence, it can be seen from all the three hypotheses that product integration has more impact on consumers in terms of brand recall, attitude and purchase decision compared to product placement. However, this analysis was mostly based on two options (Yes/No or Video A/Video B) which helped to establish a theory. However, one should distinguish the two promotional style quantitatively to prove the established theory.

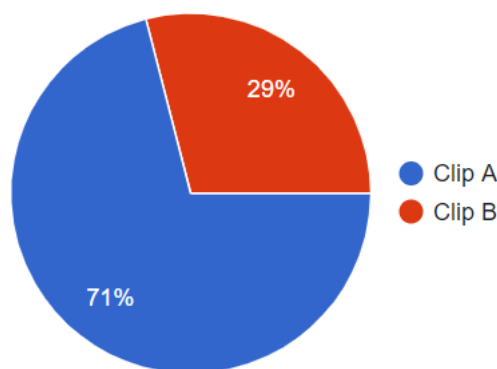


Figure 5.2. 4: Consumer behaviour towards purchase

Study 2 – Quantitative results

After establishing the theory that product integration is better perceived by audiences than product placement, study 2 aims to identify the reasons for this perception. This was done by formulating factors behind consumer views on brand recall, brand attitude and purchase intention. To do so, the degree of memory retention capability achieved through the promotion was considered to be responsible for brand recall. Next, the level of influence a particular promotion has on its audience was the reason for their brand attitude. Finally, the level of information provided by a promotional content drove the purchase intention of the customers. Having said that, each of these assumptions were taken as constant to derive at a quantitative result for the theory.

H1a: Brand Integration has more impact on memory retention than product placement.

To test the hypothesis H1a (Memory Retention), it was necessary to observe the response of brand integration and product placement (Usage placement and visual placement), for a common brand in different movies. As desired, those exposed to brand integration had much

better memory retention ($M_{BI} = 4.19$, $SD_{BI} = 1.09$); $t(130) = 43.7$ as compared to usage placement ($M_{UP} = 2.64$, $SD_{UP} = 1.23$); $t(130) = 24.4$ and visual placement ($M_{VP} = 1.99$, $SD_{VP} = 1.99$); $t(130) = 20.1$ with $p < 0.05$. Therefore, it can be said that there was not much significant difference between usage placement and visual placement, but brand integration had much higher memory retention among all the three (shown in table 5.2.1).

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
BI	43.755	130	.000	4.191	4.00	4.38
UP	24.487	130	.000	2.641	2.43	2.85
VP	20.120	130	.000	1.992	1.80	2.19

Table 5.2. 1: Results of one-sample T test.

Moreover, an ANOVA test was used to find out if the survey results were significant. This test was used to check the difference (if any) between the tested groups, which means to compare to what extent the value of memory retention is affected by the types of promotion. This is determined by the significant factor or the p value that is derived from the test. An analysis of variance (ANOVA) showed that there was a statistically significant difference on memory retention by different styles of promotion (brand integration, usage placement and visual placement), $F(2,390) = 125.03$, $p = .000$. Furthermore, a *one sample Kolmogorov-Smirnov Normal Test and Post-Hoc Test* was used to perform multiple comparison. The results showed that there was a significant difference between all the promotion types on the impact of memory retention (showed in Appendix).

ANOVA					
MR	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	334.295	2	167.148	125.034	.000
Within Groups	521.359	390	1.337		
Total	855.654	392			

Table 5.2. 2: Results from ANOVA

Next, GLM univariate analysis was done to check the r squared value as mentioned in analysis section. This analysis was used to assess how strong the relationship is between the variables and to quantify the accuracy of statistical model. After the SPSS analysis it was seen that $F(2,390) = 125$, $p = .000$ (types of promotion) is highly significant with R^2 (r squared) = 39.1% (shown in table 5.2.3).

Tests of Between-Subjects Effects

Dependent Variable: MR

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	334.295 ^a	2	167.148	125.034	.000	.391
Intercept	3400.346	1	3400.346	2543.613	.000	.867
TypesOfPromotion	334.295	2	167.148	125.034	.000	.391
Error	521.359	390	1.337			
Total	4256.000	393				
Corrected Total	855.654	392				

a. R Squared = .391 (Adjusted R Squared = .388)

Table 5.2. 3: Result of GLM univariate

Finally, a graph showing Kruskal-Wallis test which clearly depicts the difference of promotion styles have on memory retention, proved the hypothesis H1a.

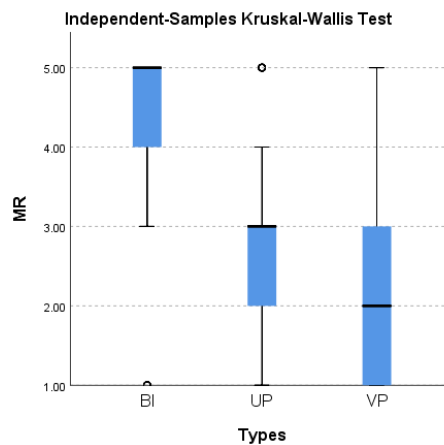


Figure 5.2. 5: Impact on memory retention

H2a: Brand Integration is a better method to influence consumer brand attitude than audio -visual modality.

To test the above hypothesis, same tests were performed. It was important to observe how respondents respond to the two different promotional style (with same brand) and which of them positively influenced the participants to change their brand attitude. As desired, participants exposed to brand integration had higher influence ($M_{BI} = 4.05$, $SD_{BI} = .88$); $t(130) = 52.3$ as compared to usage placement ($M_{UP} = 3.07$, $SD_{UP} = 1.17$); $t(130) = 29.8$ with $p < 0.05$. Therefore, it can be said that brand integration had an advantage to influence consumer towards brand attitude compared to audio-visual modality. The table below depicts the result of one-sample t test.

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
IBI	52.348	130	.000	4.046	3.89	4.20
IPP	29.817	130	.000	3.069	2.87	3.27

Table 5.2. 4: One sample t test

After one-sample t test, ANOVA test was performed to analyse the survey results. This test was conducted to check the effect of different types of promotion (brand integration and usage placement) on consumer's brand attitude. An analysis of variance (ANOVA) showed that there was a statistically significant difference on consumer behaviour when exposed to different types of promotion $F(1,260) = 57.6$, $p = .000$. This test identified that the null hypothesis; influence on consumer attitude is same in both the promotions, is not valid and hence should be rejected. The table below depicts the result from ANOVA test.

ANOVA					
Consumer Influence					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	62.534	1	62.534	57.634	.000
Within Groups	282.107	260	1.085		
Total	344.641	261			

Table 5.2. 5: Results from ANOVA

Next, GLM univariate analysis was done to check the r squared value as mentioned in analysis section. This analysis was used to assess how strong the relationship is between the variables and to quantify the accuracy of statistical model. After the SPSS analysis it was seen that $F(1,260) = 57.6$, $p = .000$ (types of promotion) is highly significant with R^2 (r squared) = 18% (shown in figure 5.3.3). As mentioned in the analysis section, it is not necessary to have high value R^2 to establish a good result as studies which try to explain human behaviour can have values less than 50%.

Tests of Between-Subjects Effects

Dependent Variable: Consumer Influence

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	62.534 ^a	1	62.534	57.634	.000	.181
Intercept	3315.359	1	3315.359	3055.556	.000	.922
BlandPP	62.534	1	62.534	57.634	.000	.181
Error	282.107	260	1.085			
Total	3660.000	262				
Corrected Total	344.641	261				

a. R Squared = .181 (Adjusted R Squared = .178)

Table 5.2. 6: GLM Univariate – R² Value

Finally, a graph showing Kruskal-Wallis test, depicts the difference in the impact of promotion styles on influencing the consumer, thus proving Hypothesis H2a.

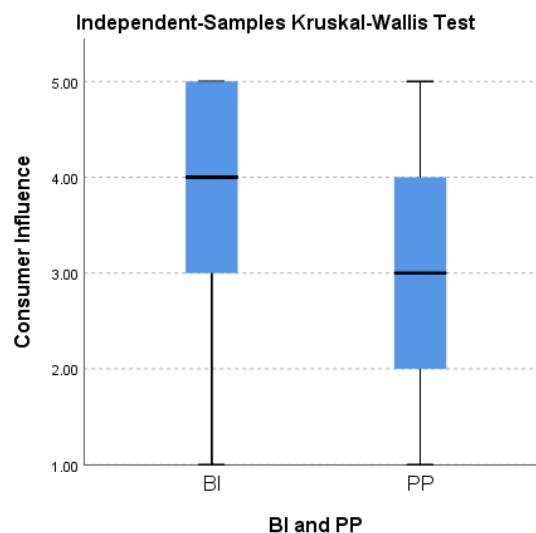


Figure 5.2. 6: Impact on consumer influence

H3a: Brand Integration is more informative than product placement.

All the three tests were performed on the above hypothesis. It was interesting to observe how consumers absorb the information and which style gave them the required information. As expected, the level of information consumed by participants was significantly higher in brand integration ($M_{BI} = 4.12$, $SD_{BI} = 0.83$); $t(130) = 56.6$ compared to usage product placement ($M_{UP} = 2.58$, $SD_{UP} = 1.30$); $t(130) = 22.7$ with $p < 0.05$. Therefore, it can be interpreted that

brand integration provides much information about the product or services compared to product placement. The table below shows the result from one-sample t test.

One-Sample Test						
Test Value = 0						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
INBI	56.689	130	.000	4.122	3.98	4.27
INPP	22.706	130	.000	2.580	2.36	2.80

Table 5.2. 7: One-sample t test

Furthermore, ANOVA test was performed to distinguish between the variables. In this context, this analysis was used to analyse the impact of different styles of promotion on the information it provides. After the analysis, it was seen that information provided by brand integration has statistically higher significance when compared to product placement. The results showed that $F(1, 260) = 130.6$. $p = .000$. This explained that the distribution of information is not same across the different types of promotion, thereby, rejecting the null hypothesis and making H3a positive.

ANOVA					
Informative					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	155.740	1	155.740	130.640	.000
Within Groups	309.954	260	1.192		
Total	465.695	261			

Table 5.2. 8: ANOVA Test

Next, GLM univariate analysis was done to check the r squared value as mentioned in all the previous sections. This analysis was used to assess how strong the relationship is between the variables and to quantify the accuracy of statistical model. After the SPSS analysis it was seen that $F(1,260) = 130.64$, $p = .000$ (types of promotion) is highly significant with R^2 (r squared) = 33.4% (shown in table 5.2.9).

Tests of Between-Subjects Effects

Dependent Variable: Informative

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	155.740 ^a	1	155.740	130.640	.000	.334
Intercept	2942.305	1	2942.305	2468.105	.000	.905
Difftypes	155.740	1	155.740	130.640	.000	.334
Error	309.954	260	1.192			
Total	3408.000	262				
Corrected Total	465.695	261				

a. R Squared = .334 (Adjusted R Squared = .332)

Table 5.2. 9: GLM Univariate Analysis

Finally, a graph showing Kruskal-Wallis test, depicts the difference in the impact of different types of promotion on the level of information consumed by the audience.

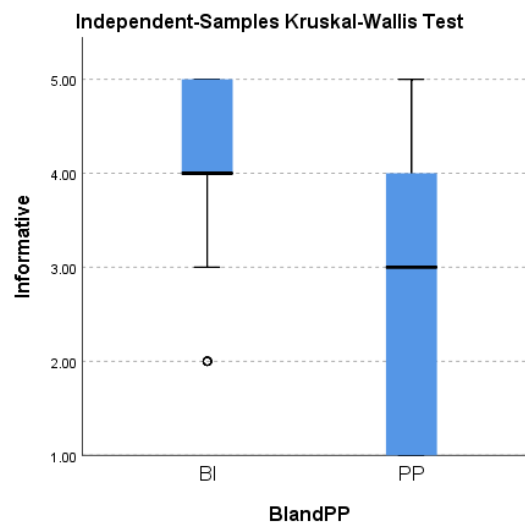


Figure 5.2. 7: Impact on level of information

After analysing all the mentioned tests on the hypotheses (H1a, H2a, and H3a), a nonparametric test was performed to check the null hypothesis. The table below showed the results for the same (5.2.10). The null hypotheses are:

- Memory Retention is same across all the categories
- Influence on consumer brand attitude is same for both types of promotion
- Both types of promotion provide same level of information

Hypothesis Test Summary				
Null Hypothesis		Test	Sig.	Decision
1	The distribution of MR is the same across categories of Types.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Influence for Buying is the same across categories of BI and PP.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

Hypothesis Test Summary				
Null Hypothesis		Test	Sig.	Decision
1	The distribution of Informative is the same across categories of BlandPP.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

Table 5.2. 10: Results for Null Hypothesis

To conclude, it can be said that brand integration has more impact than product placement from consumer's point of view. The results from mean test and one sample t test, ANOVA and GLM univariate showed that brand integration has more impact on memory retention compared to usage and visual placement (refer appendix 5.2.1 – 5.2.3). For H2a, it was seen that brand integration had an upper hand but with not much difference (refer appendix 5.2.4 – 5.2.5). Finally, when it comes to information level, brand integration has statistically much higher significance compared to product placement (refer appendix 5.2.6 – 5.2.7).

Chapter 6

Discussion & Conclusion

The aim of this thesis was to provide general groundwork on a side-by-side comparison of different types of promotions, particularly, brand integration vs product placement. The key motive was not to declare a winner, but rather to have a comparative take on which out of the two has a better impact when put under similar conditions. To derive the result, previous literature available and the extensive response gathering through the experimental setup were crucial. After all the said analysis and research, it is now safe to state that brand integration has a better impact on audience perception across different variables.

6.1. Discussion

Out from the result of the research it was shown that the general attitude towards brand integration is positive when compared to product placement. This result is in lines with Cowley and Barron (2008), who point out how product placement can inflict a negative impact on customers. Furthermore, Reijmersdal, Neijens and Smit (2009) also talk about how brand integration helps audience stay connected with movie plot while improving their subconscious inclination towards the brand.

This study collates all of this information and provides quantifiable value to assess the efficiency between brand integration and product placements. It also extrapolates the future research outlined by Sharma & Nayak (2014), discussing that the effective marketing technique is to embed brand into the story line. This study lends added evidence to Balasubramanian's (2006) suggestion on future research for comparative analysis. It provides statistical data to support the different hypotheses concerning the effectiveness of brand integration while comparing it with different styles.

To further endorse this claim, the thesis assesses integration and placement with respect to brand recall, brand attitude and purchase intention. Each of the three sub-categories promoted brand integration to have a deeper correlation with the consumers. In context of brand recall and memory implications, the findings of this thesis extend and build up on Russell's (2002) work. Although, this study is in agreement with positive recall using product placements as suggested by Russell (2002), it does prove that brand integration has a comparative positive advancement in the number. Next, the findings of this paper have a contrast with Gupta and

Gould's (1997) and Homer's (2009) findings with respect to brand attitude, which state that prominent placements begin to perpetrate negative impact on customers, as they perceive this to be another persuasion attempt. However, in the experimental setup used in this paper, the difference is that the audiences reflected in a positive way when a prominent placement served as a realistic prop and its inclusion was justified with the story line. Although, this paper also suggests how the relationship between the type of promotion and brand influence was not statistically significant and brand influence has a number of other factors to be considered such as celebrity endorsements, duration, prior understanding etc. Having said that, Morton and Friedman (2002) emphasize on how brand attitudes have a collated impact on purchase intentions. Building up on this ideology, the findings of the thesis indicate a positive response of brand purchase due to brand integration than brand placement.

To further understand the responses of the three categories (recall, attitude, purchase intention), dependable factors were identified such as memory retention, influence, and the degree of information, respectively. The concept of memory retention driving brand recall was derived from the work of Gupta and Lord (1998) and this study contributes an elevated result by associating the prominent placements to brand integration and subtle placements to product placement. As observed, the results of this thesis reconfirm Gupta and Lord's (1998) findings on how the effect of memory retention impacts brand recall which in-turn impacts consumer perception of the brand.

Next, as suggested by Russel (1998) brand placements do not have substantial amount of brand information. This lack of information instils only a short-term purchase impact on the audience in comparison to a long-term impact by brand integrations which have detailed brand-related information. Supporting the very same ideology, this thesis provides a statistically significant dependence of level of information on type of promotion. Although, this study was conducted on the assumption that based on how informative a promotion is, a consumer's purchase intention can be manipulated.

Summing up on the results and findings, now that brand integration has an upper hand in comparison with brand placement; their comparative analysis in individual or more niche markets could be of good value. The experimental setup used in this thesis lays a framework for different factors governing the comparative study. It is now required to invest into breadth wise research to further understand the level of impact brand integrations have on consumers.

6.2. Managerial Implications

The main managerial implication of this thesis is to answer the question of how brands have to be incorporated in movies. Marketeers should assess the effectiveness of different types of placements in different genres and identify the best approach to delineate new communication strategies. Based on the results of this thesis, marketeers should ensure elevating their degree of brand integration and to have some level of connection to the story line. Another aspect to understand will be utilization of the brand in the movies. An impactful utilisation that does not seem forceful will drive better brand attitudes than assigning a separate scene just for the sake of the deal. Furthermore, the results of the study have stronger values associated with memory retention and brand integration. The study aids in the process of decision making that marketeers face in choosing to integrate the product or just having a mere mention of its name.

Next, the study provides evidence of higher impact when brands/services align with the need of the story and do not exist in isolation. For example, FedEx in cast away depicted highest brand recall and brand purchase desires. Marketeers should consider the genre in which they decide to promote their product. For example embedding a product like Xbox in transformers in a scene with no emphasis on brand or gaming fetched the least recall among the survey respondents'. This highlights the importance of brand and story correlation in movies.

Having said that, it is important to also consider the budget and association factors of brand integration vs brand placement. On one hand where the latter has minimal involvement with the movie and its operations, brand integration involves a much larger scale of immersion with the movie making process. Factors such as promotion budget also play an important role when marketeers have to choose between the two. Brand integration is a two-way agreement where not only the brands but also the movie makers decide the synergy terms and conditions.

Moreover, based on the conative outcomes that sponsors seek for the placed brand; the choice of promotion category is very crucial. For example, if a sponsor seeks to proliferate brand related information, he/she can do so using brand integration as suggested by the study findings. This way the thesis facilitates a guide to choose and compare the effectiveness of different promotion types for different requirements such as brand retention, influence, increase in purchase intention, increase in brand attitude etc.

6.3. Assumption and Limitations

As outlined, this research puts forward a comparative take on brand integration and brand placements. This comparative analysis has further been broken down into a number of variables that contribute towards the final consumer purchase. Furthermore, each of the factors outlined have been identified as those that are responsible for a consumer decision making process. However, it is important to note that considering that this study revolves around human behaviour, which is highly volatile, it lies on the assumption that the consumer behaviour stays relevant over the period of time. Next, it also assumes that every individual response is backed up with a similar environment concerning the brand. Also, the concept of brand familiarity is assumed while choosing the products and the movies that they feature in.

The major limitations concerning the study were its time of implementation. Having been affected by the world pandemic COVID-19, the sample size was small consisting majorly of youth and college going participants (could be reached virtually). Due to the uneven distribution of age, a better outcome relating participant's responses to their age was not possible.

Another implication of restricted modes of communication was access to only home country participants. This reflected in the survey where majority of the audience were from India. A better comprehension of the results would have been achieved with the diversification of survey participants geographic locations.

Due to lack of information on the participant's background such as mood while watching these experimental videos and participant's prior understanding on the subject matter, the stability of the survey results has been a limitation. The entire study was supposed to be conducted in an experimental interview setup with all the participants provided with the same environment. However, due to the social distancing guidelines, this approach had to be voided.

Lastly, due to limited brand integrated movies in different genres, a more streamlined/niche approach to the study could not be followed. The requirement of the study was to have 2 different promotional styles of the same brand in movies. Fetching these samples under a single market or genre was difficult. Thus, a more focussed study on a particular sector such as automobile or fashion was not possible.

6.4. Future Research

After deriving, a general outcome of effectiveness across different promotional styles, this study lays scope in multiple future research directions to overcome its constraints. Especially, for a study pertaining to human psychology, there is always room to expand into the not so exhaustive list of environmental factors that govern human decisions.

First, is to streamline the research using market sectors or movie genres. The findings derived in this thesis have various factors impacting its result, one such factor is the brand sector. For example, surveys conducted on automobiles and gadgets have shown to have a better response through brand integration. Although, if the same experimental research was to be conducted in the fashion, food or home décor sector, the results might have a different inclination.

Having said that, the association with the movie genre has a different impact on the audience. Research has to be conducted to understand the consumer perception of brand in different movie genres such as action, drama or comedy.

Next, to better comprehend the experience of the movie watchers, extensive research has to be conducted on eye tracking tools. These models provide insights on the different things that captivate or shift audience attention in movies. A better understanding of this study will help the marketers to assess the efficient ways of movie integrations. Thus leading to better returns on investments by facilitating a seamless and organic way to amalgamate brands into movie scenes.

Also, to correlate consumer persuasion with promotional styles it is important to recognize the different stages in product purchase and interpret how a promotion targeted towards different stages garnishes different requirement. Promotions affect human decision-making process in different stages such as problem identification, information search, product selection and final purchase.

To understand the actual worth of these investments, it is important to conduct research on brand promotions and what value they have added to the brand in terms of money, recognition, competition, and sales. Research on estimating the economic worth of these promotions will provide sponsors a better outlook and help them assess different market alternatives to reach the required target. While each of the literature reviewed in this study revolves around the audience's point of view, it is important to conduct an assessment of the investors intend to amalgamate with the movie making business. On choosing, brand integration for promotion

one must understand the level of involvement it requires to ensure the movie deliver the brand equity in the right sense.

Finally, there is definitely a need to understand if consumer behaviour is bound to change over time, especially with global lockdown conditions like COVID-19. With the world going digital, extensive research has to be done to comprehend changing consumer needs and ensure the promotion in movies does not translate into just another characterized advertisement.

6.5. Conclusion

In conclusion, a consumer's perception of a brand can be intrigued using various methodologies. However, promotion in movies through brand integration is seen to have greater impact on different factors such as brand recall, brand attitude, purchase intention, memory retention, influential and informative content. As outlined through both the qualitative and quantitative assessment, brand integration has proven to impact the audience on a much larger scale in comparison to brand placement.

In times of these unexpected global halts, it is crucial to place emphasis on the long-term impacts of these promotions rather than focussing on their short-term effects. (Mc Carty, 2004). After laying research on a general side-by-side comparison of brand integration vs product placement, this thesis provides a strong starting point to further conduct a breadth wise comparison on the subject. Furthermore, with consumer attitudes facing a massive paradigm shift especially after the pandemic, this study would benefit marketers to understand the effective choices over placing their brands in movies.

Having said that, the research also highlighted a key angle of the synergy between the movie makers and the brands. While outlining the impact of brand integration, the research also acknowledges the fact that investment in a brand integrated promotion cannot occur in isolation, it involves an amalgamation of the movie making process with the brand's equity and story. However, on having a study conducted with different movie types and conclusive research could be conducted from the investors or sponsors point of view which involves the comparison of the synergy.

Although the study encompasses certain limitations and assumptions, it is important to note that understanding human behaviour and interests is a broad study with a magnitude of determining factors and it is thus necessary to have a few constants to assess the study. Having said that, this study does leave scope for further assessment into audience's background to

better comprehend their views on the topic. It also provides room to further evolve the survey template based on movie genres, celebrity impact, movie budget, brand familiarity, brand's market sector etc.

While this paper solely discusses promotion through movies, the study can be extrapolated for different domains. With the spurt in virtual entertainment and OTT streaming, it also lays groundwork to understand the scope of promotion through these channels. Although incorporating this into this research would be outside the area of interest but owing to the changing demand it definitely is a topic to discuss on.

To summarize, the paper has sort to revamp some old concepts on brand placements, introduced newer topics concerning brand integration, threw light on importance of consumer's decision making factors, focused on the marketer's dilemma to have a better reach with the audience and finally crafted a template to assess which out of the two techniques would benefit in different situations. Overall, it emphasized on the fact how every single factor associated with a brand's purchase is to be considered to have better impact of the promotion.

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Appendix

Figure 4.5.1: General Filler Question

Which age group do you belong to? *

☐ 18 - 24

☐ 25 - 30

☐ 30 - 35

☐ 35 - 40

☐ 40 +

Which country do you belong to? *

Choose ▼

Have you ever noticed any brand promotion in movies/TV series? *

☐ Yes

☐ No

Have you ever noticed any brand promotion in movies/TV series? *

☐ Yes

☐ No


If Yes, mention the Brand AND Movie/TV series name.

Your answer _____

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Figure 4.5.2: Brand Recall Questionnaire

Please watch the video only ONCE



Indicate if you RECALL seeing the following items/Brands in the video you have watched. *

- ☐ Pepsi
- ☐ Coke
- ☐ Sprit
- ☐ Mountain Dew
- ☐ Budweiser
- ☐ Bud Light
- ☐ Burger King
- ☐ White Castle

11:51 docs.google.com

Indicate if you RECALL seeing the following items/Brands in the video you have watched. *

- ☐ White Castle
- ☐ Hyndai
- ☐ Cadillac
- ☐ Audi
- ☐ GMC
- ☐ BMW
- ☐ Chevrolet
- ☐ Hummer
- ☐ Mercedes
- ☐ Lamborghini
- ☐ Beats Audio
- ☐ GoodYear
- ☐ FedEx
- ☐ DTDC
- ☐ Baskin Robin
- ☐ Ebay
- ☐ Xbox
- ☐ Play Station
- ☐ The Strokes
- ☐ Heineken

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Figure 4.5.3: Brand Attitude Questionnaire

Impact on Attitude

Brand Placement Vs Brand Integration

What is your perception of brand Chevrolet? *


- ☐ Bad
- ☐ Okay
- ☐ Not aware of the Brand
- ☐ Good
- ☐ Excellent

In which movies, have you seen the brand Chevrolet?

- ☐ X-men
- ☐ Captain America
- ☐ Iron Man
- ☐ Transformers


transformers

Please watch the Video A



Video A

Please watch the video



Video B

Video B

Which of the two promotion styles was better? *

- ☐ Video A - Product usage in the story line
- ☐ Video B - Product integrated in the story line

Which of the two videos IMPROVED your perception of brand Chevrolet? *

- ☐ Video A
- ☐ Video B

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Figure 4.5.4: Purchase intention questionnaire

Impact on purchase decision

Please watch Clip A

Please watch the 10-second Clip B

Which of the above videos persuaded you to buy FedEx services?

Clip A

Clip B

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Figure 4.5.5: Audience reaction towards brand promotions in movies.

Do you mind seeing a brand placements appearing in movies? *

1 2 3 4 5

I always mind I never mind

Figure 4.5.6: Level of memory retention questionnaire

On a scale of 1-5, do you remember seeing FedEx in the movie Cast Away? *

1 2 3 4 5 BRAND INTEGRATION

Don't Remember at All Completely remember

On a scale of 1-5, do you remember seeing FedEx in the movie Captain America: Civil War? *

1 2 3 4 5 USAGE PLACEMENT

Don't remember at all Completely remember

On a scale of 1-5, do you remember seeing Xbox in the movie Transformers? *

1 2 3 4 5 VISUAL PLACEMENT

Don't remember at all Completely remember

Figure 5.2.1: Memory Retention for Brand Integration (N=131)

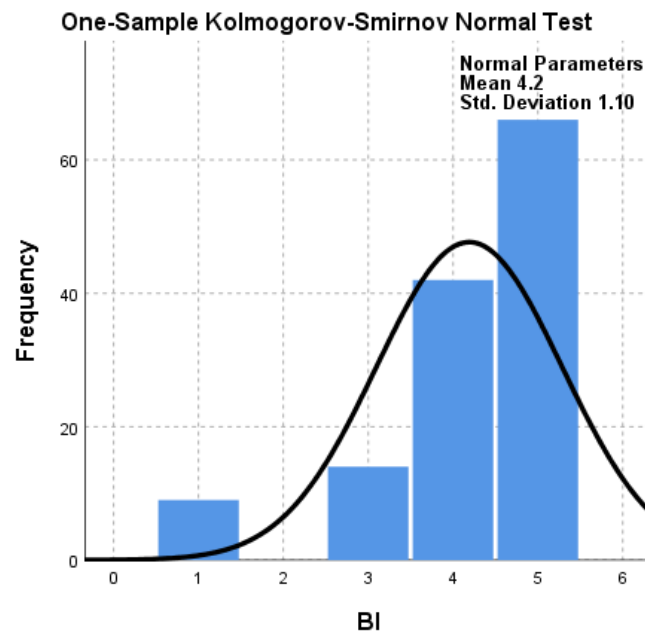


Figure 5.2.2: Memory Retention for Usage Placement (N=131)

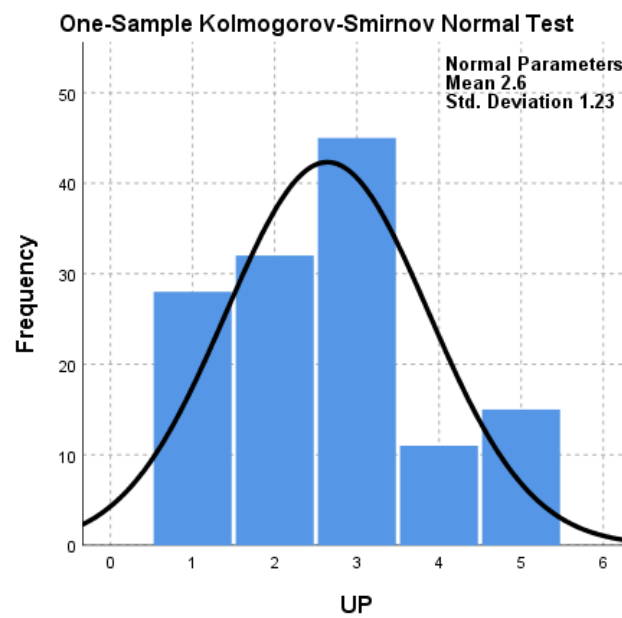


Figure 5.2.3: Memory Retention for Visual Placement (N=131)

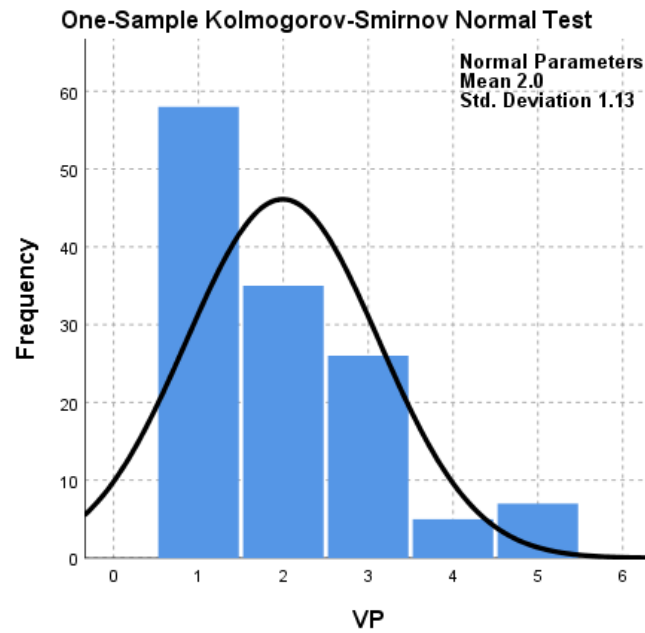


Figure 5.2.4: Consumer Influence by Brand Integration (N =131)

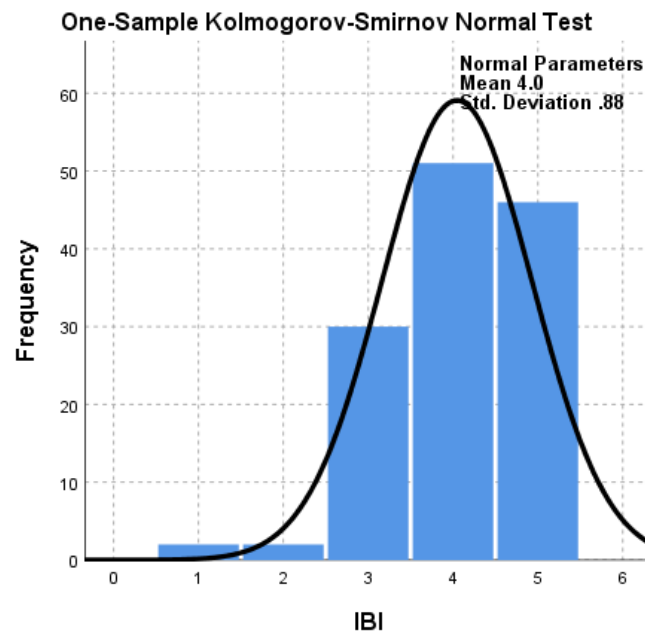


Figure 5.2.5: Consumer Influence by Product placement (N=131)

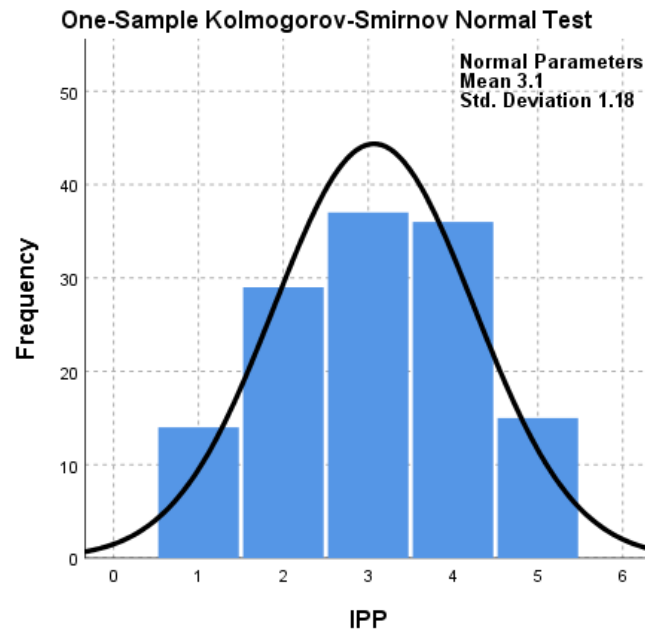


Figure 5.2.6: Level of information by Brand Integration (N=131)

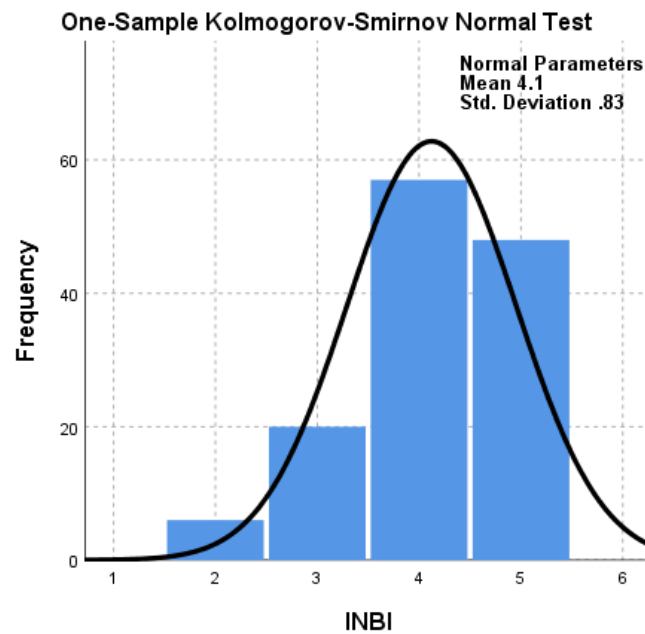


Figure 5.2.7: Level of information by Product Placement (N=131)

