

A Study on the Recalling and Influencing Power of Product Placement in Bollywood Movies

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INTRODUCTION

A product can be goods, method, information, object or idea that is created as a result of a process and serves a need or satisfies a want. It has a combination of tangible and intangible attributes (like benefits, features, functions, uses) that a seller offers a buyer for purchase. Now the point is how the consumers know about these products so the promotion is a medium of spreading information about the product. It refers to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others. Promotion is to promote your product. Promotion is an umbrella term which contains several actions like publicity, marketing, word of mouth, events, conferences, schemes, discount and advertisements. Here is to emphasis on advertisements. Advertisement is a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service. Or in other words Advertising is the action of calling public attention to something, especially by paid announcements. Advertising can be carried in newspapers, magazines, poster, brochure etcetera and on different radio and TV channels during different programs. Besides social media and movies are also very good carrier of advertisements and are in trends from one decade or more.

PRODUCT PLACEMENT IN MOVIES

When you use any movie as a carrier of advertising to promote your product by placing your product, service or brand in it, this is called product or brand placement in movie. Brands work with movie production houses to include their products or mentions of their products in films as a means to subtly advertise them to audience. In addition to this, many companies also use these opportunities to increase brand awareness. There are other several benefits of it which are as follows:

- Product or brand placement in a movie can make it a well-known product or brand from a lesser known.
- It has the power to get the audience to associate a particular product with a certain lifestyle.
- Placing the product or branding in film often results in a mutually beneficial relationship with the production houses.
- If viewer is already aware of the product, shown in the film, he feels like an insider. Audiences appreciate that feeling of familiarity and even sentimentality.
- For filmmakers it a like another revenue source.

- It is not necessary that the brand should be big or popular, indie filmmakers or students are always in a search of small business partners who are willing to help them with funds.

So, it seems that the placement is beneficial for both the parties (the advertiser and the filmmaker). It is not a practice which has come into light recently but it is practiced from the starting of 20th century.

BACKGROUND

The background of promotion and recalling practice of brands by placing them into movies is as old as cinema itself. In 1919, a short comedy movie starring Buster Keaton and Roscoe Arbuckle, named GARAGE has several shots in which a sign for ZEROLENE oils as well as the Red Crown Gasoline logo can be easily seen. However, this was criticized then by the newspaper Harrison's Report. Then in 1927 the movie WINGS promoted the Hershey's chocolate bar. In top grossing movies between 1920-1949, the average number of placement was 4 which reached to 81 between 1980-2009. A very good growth rate can be seen here.

The practice of placing the products in the Bollywood movies is seen from the time of mid 50s. The movie Shree 420 (1955) in which Raj Kapoor's entry scene include a Coca-Cola banner, became the first movie to introduce this type of practice in Bollywood. After that Chalti Ka Naam Gaadi (1958) advertise Mobil and Bobby (1975) advertise RajpootMotorcycle. The practice boomed up after liberalization with the increased and improved targeting audience and with the rising middle class. Several brands like Pepsi, Levi's and Killer Jeans was featured together in Dil To Pagal Hai (1997). For Movie Taal (1999), it was supposed to have fetched Subhash Ghai nearly 40% of budget in a time. In this film the characters are not only drinking Coke but also mentioning it in their conversations and connecting it with the theme of friendship and love. Songs and dance provide a way to present the brands. In Kuch Kuch Hota Hai (1999) a single song had featured 15 brands. Mere Dad Ki Maruti (2013) is film which revolved around the brand (Maruti Suzuki) and its product (Ertiga) where father and son both search for their car.

Here is a list of some Bollywood movie which have enjoyed a good amount for placing products in itself.

Movies	Brands/ Products	Amount
Taal	Coca-Cola	40% of the production budget of the movie came from Coca-Cola
Dilwale LeJaenge Dulhania	Canned Stroh's	Stroh's had paid Rs 15 lakh to the producers for 15 sec display
Baghban	Ford Ikon, ICICI Bank, TATA Tea	Total Amount paid by these companies is about Rs 3-4 Crore

As the number of movies is increasing year by year, Brand placement also going hand in hand with it. There are basically two types of placements; one is silent and another is interactive butwith the time, there are several observed types of placement also came into the light and those are

1. silent visual placement,
2. interactive visual placement,

3. interactive verbal placement,
4. interactive visual + verbal placement,
5. interactive visual + thematic placement,
6. interactive visual + thematic + verbal placement.

LITERATURE REVIEW

Williams. Kaylene, Petrosky. Alfred, Hernandez. Edward and Page. Robert Jr. (2012)
“Product Placement Effectiveness: revisited and renewed”

Product Placement has become an increasingly popular way of reaching potential customers who are able to zap past commercials. To reach this retreating audiences, advertisers use product placement in clever, effective ways that do not cost too much. In the interim, however, a wise caveat to consider for product and brand placement is “Our philosophy is if the brand doesn’t make the show better, the brand doesn’t make the show. People must not notice the integration, but they must remember it. That’s the test”. The ideal product placement situation is win-win-win-win: Customer gets to know about new and established products and their benefits, client gets relatively inexpensive branding of their product, media vehicle gets a brand for free or can reduce its production budget, and the product placement agency gets paid for bringing the parties together.

Balakrishnan. Bamini KPD., Shuaib. Azlinda Shazneem Md., Dousin. Oscar, and Permarupan. P. Yukthamarani, (2012), ***“The Impact of Brand Placement and Brand Recall in Movies: Empirical Evidence from Malaysia”***

This research examined the effectiveness of brand placement in movie in terms of acceptance and recall on consumer behavior and response through consumer brand preferences, loyalty and intention to purchase. The result indicates Malaysians have a high level of acceptance and recall for brands placed in movies. They perceive brand placement in a very positive way. This research also indicates consumers’ acceptance and recall of brand placement in movies have a substantial effect on their behavior pattern as revealed by the regression analysis showing the variations in preferences, loyalty and intentions to purchase those brands seen in movies. Product placement offers a new strategic and efficient way to promote brand across culture.

STATEMENT OF THE PROBLEM

People are now days fond of watching movies whether it is for entertainment or for refreshment. But now here important thing is whatever they are watching if they are connecting those things to them in real life or they get influenced by those particular things. So here is a study to check after watching product placements in movies, how much people remember things (brands and products), get influenced, recall them and by them, and the ultimately to find if the product placement help in the increment of the sales.

OBJECTIVES

- To know how much people notice placements while watching movies or clips.
- To study the influence of brand placement in movies.

HYPOTHESIS

H1: People watch movies with concentration and notice the placements too.

H2: People enjoys product placement in movies and during shopping it helps them to recall brand as well as movies influence them to purchase.

H3: It is a good medium to advertise or to promote one's product or brand.

H4: This practice makes at least a little increment in the sales of the particular product.

METHODOLOGY

Type: Descriptive Research, **Technique:** Focus Group Study

Data: Primary data source, **Tool:** Questionnaire

Sampling: Random; lottery, **Sample Size:** 45 students, **Population:** MCU students

DATA ANALYSIS

It's a focus group study in which 45 students are divided in three groups (15 students each). Three clips were projected, one for each group and after that a questionnaire was given to all in which the asked questions were related to the clip as well as their previous movie experiences. Here is the analyzed data.

1. The clip seen by people and how many people remembered the placed product

	Frequency	Percent	Valid Percent
Kish	15	33.3	33.3
Chennai Express	15	33.3	33.3
Golmaal Again	15	33.3	33.3
Total	45	100.0	100.0

	Frequency	Percent	Valid Percent
BournVita	14	31.1	31.1
Nokia Lumia	13	28.9	28.9
Valid Chings	13	28.9	28.9
Didn't remember	5	11.1	11.1
Total	45	100.0	100.0

All the participants in each group seen the clip but only 88.9% remember the product placed in the clips. If it is discussed about each group separately so the first group of 15 students the clip of Krish, only 14 students remembered the product BournVita. Second group watched the clip of Chennai Express and out of 15 students only 13 remembered Nokia Lumia. Final or third group watched the clip of Golmaal Again and here too only 13 students remembered the product of Chings. So, in total 11.1% people were failed to remember the product placed in movies.

2. Movies they watch in a month and in those movies if they noticed such placements before

	Frequency	Percent	Valid Percent
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Valid	1-3 Movies	32	71.1	71.1
	4-6 Movies	5	11.1	11.1
	7-9 Movies	5	11.1	11.1
	10+ Movies	3	6.7	6.7
	Total	45	100.0	100.0

	Frequency	Percent	Valid Percent
Valid	Yes	42	93.3
	No	3	6.7
	Total	45	100.0

Maximum people (71.1%) watch movie one to three movies in a month. And 11.1% people watch four to six or seven to nine movies in a month whereas only 6.7% people watch 10+ movies in a month. With the healthy movie watching habit a percentage of 93.3 have noticed such placements earlier too. But 6.7% people did not notice.

3. Are these placements annoying and what ratings you want to give such type of placements?

	Frequency	Percent	Valid Percent
Valid	Yes	6	13.3
	No	17	37.8
	May be	22	48.9
	Total	45	100.0

	Frequency	Percent	Valid Percent
Valid	1-2	13	28.9
	3	16	35.6
	4	11	24.4
	5	5	11.1
	Total	45	100.0

A small percentage of 13.3% feels that product placement is annoying while watching a movie where as 48.9% people looks confused as they marked may be which means sometimes these may be annoying or sometimes may not be. But 37.8% people said that these placements are not annoying at all. As the results 64.5

Rate this type of placements between one to three and 24.4% people rate it with 4 and 11.1% people rate it with 5.

4. Such placements recall the brands or influence

		Frequency	Percent	Valid Percent
Valid	Yes	18	40.0	40.0
	No	5	11.1	11.1
	Sometimes	22	48.9	48.9
	Total	45	100.0	100.0

		Frequency	Percent	Valid Percent
Valid	Strongly influence	7	15.6	15.6
	Influence	22	48.9	48.9
	Not at all	16	35.6	35.6
	Total	45	100.0	100.0

Recalling while shopping plays a major role to purchase something or indirectly influence. 40% people are able to recall the brands shown in a particular movie while 48.9% people sometimes able to recognize or remember the product whereas 11.1% straightly said that these placements are not helpful for recalling brands. Now 15.6% are strongly influenced by brand placements and buy products or follow the brands. 48.9% are influenced. If both would be combined so brand placement makes 64.5% people to purchase the product or to think about purchasing. But 35.6% people do not influence at all.

5. Reason of getting influenced and getting influenced if you bought something

		Frequency	Percent	Valid Percent
Valid	Actor/Actress	9	20.0	20.0
	How it is placed in movie	15	33.3	33.3
	Lifestyle standards	16	35.6	35.6
	Get to know about new product	1	2.2	2.2
	My preferences	1	2.2	2.2
	Depends on need	1	2.2	2.2
	Does not influence	2	4.4	4.4
	Total	45	100.0	100.0

		Frequency	Percent	Valid Percent
Valid	Yes	28	62.2	62.2
	No	17	37.8	37.8
	Total	45	100.0	100.0

There is always a reason behind getting influenced by something, so is here. 35.6% people gets influenced because of lifestyle standards while 20% follows the actors and actress. 33.3% people get influence by its placement method in movie whereas 6.6% people influence because of their preferences or needs and they come to know about new products. 4.4% never

got influenced so they also not having any reason. But after getting influenced only 62.2% people buy the particular product on the other hand 37.8% do not buy anything.

TESTING OF HYPOTHESIS

H1: People watch movies with concentration and notice the placements too.

Results: Yes, people watched my clips with concentration and approximately 90% people were able to recognize the product. And in daily routine people also pay attention while watching movies as 93.3% people have noticed such placements earlier.

H2: People enjoys product placement in movies and during shopping it helps them to recall brand as well as movies influence them to purchase.

Results: 37.8% people enjoys these placements while according to 48.9% people sometimes they may be annoying but they enjoy if the placement goes with the flow without any distraction or distortion.

H3: It is a good medium to advertise or to promote one's product or brand.

Result: Only 24.4% people rate this medium of advertising with 4 and a little percentage of 11.1% people rate it with 5 which means maximum people thinks that this is not a good source for advertisement.

H4: This practice makes at least a little increment in the sales of the particular product.

Results: This practice has a good recalling and influencing power which helps in the increment of the sales. 62.2% people use to bought the products by getting influence or recalled directly or indirectly.

CONCLUSION

India is very rich in terms of culture and drama. There was theatre, street plays, nautanki, kathavachan and several types of other entertainment sources. Some of them are also can be seen today. But in the starting of 20th century, one more source was born which is known as cinema. Indians are fond of cinema and pay full attention towards it while watching. The product placement in movies is a very good strategy for marketers because willingly or unwillingly viewers seen the particular product see in the film which leaves at least a little impact which turns into influence. Sometimes this is also observed that people go to the market want to buy something but they are not able to select brand, instantly they recall a brand and buy it. Actually, that brand was recalled because they see it somewhere that can be movies too. People say that they do not get influenced by movies but still buy products because of movies due to the recalling factor. People follow their favorite actor or actress as their dreams and want to use whatever they use, so the product interaction with the actor or actress is a good idea and sometimes people also connect it with lifestyle standards which give a good boost in sales. If we see it is a win-win situation for the advertisers, filmmakers and the viewers but with one condition if the product or brand is well placed in the movie and got a good exposure that viewers can get a time to notice.

SUGESSTIONS

This is a shallow study with a very small group it can done on a wide and deep level. This study has focused only on one type of Product Placement, the potential and benefits of other types of Product Placement can be researched. The other aspects with detailing would be a very good area for research. This study included small clips which are hardly 3 to 5 minutes short so it was easy for people to remember what they have seen but actual Bollywood movies are 2 to 3 hours long so in this much time how many products were placed and how many people will be able to remember. This is having a great scope of study.

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