

"Youth Consumer Behavior and Its Effect on Film Product Placement in Ernakulam District, Kerala"

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Abstract: Movies revolutionized and transformed the world of entertainment, offering a level of glitter, glory, and glamour that no other media form could match. Movie makers, known as dream merchants, combine artistry and business acumen to create a thriving, million-dollar industry. Consequently, films provide an excellent platform for product branding. A brand refers to a name, term, design, or other distinguishing feature that sets one seller's product apart from others. Brands play a crucial role in business, marketing, and advertising. A successful brand can be defined as "an identifiable product, service, person, or place, augmented in such a way that the buyer or user perceives relevant, unique, sustainable added values that align with their needs" (DeChernatony and McDonald, 2003). Based on this definition, consumers associate products or services with their distinct features, attributes that set them apart from others in some way. Levine (2003) suggests that a brand isn't necessarily limited to a product, organization, or title; it can be anything that is identifiable.

Key words: Consumers , Product Branding, Product placement.

Introduction

Successful brands are established through a well-defined brand strategy, which involves creating a distinctive name and image for a product in the minds of consumers. Films play a significant role in this process by consistently incorporating the brand's theme. However, there is still no exact definition of the term "in-film branding." Currently, it is understood as the integration of a specific brand into various forms of media, such as films, TV series, video games, songs, novels, and comic books. This integration occurs by embedding the brand's logo, name, product, or packaging into the storyline of the chosen media. In-film branding, also known as "covert advertising," refers to a form of advertising where brand elements like name, logo, tagline, merchandise, or signature are placed in feature films, TV programs, or other non-traditional advertising media. According to Gupta and Gould (1997), in-film branding involves the commercial presence of a brand, its logo, name, or usage by the lead actors in films, typically in exchange for monetary compensation. Product placement, as defined by Balasubramanian (1994), refers to paid product messages strategically inserted into movies or television programs to influence the audience in a subtle and unobtrusive manner. Over the years, in-film branding has evolved significantly. Although there are still subtle product appearances in the background of certain movie scenes, there are also instances where popular actors like Shah Rukh Khan actively promote and discuss product features, such as Nokia in the film "Chennai Express." Moreover, there has been a surge in the integration of brands into recently released political dramas like "Satyagraha," where brands such as Sahara Shop, Ultratech Cement, Rupa, India Gate Basmati Rice, and Whistle India have been prominently featured. In-film placement has expanded beyond product appearances and now includes superstar endorsements and testimonials.

Today, brand names are not only appearing in song lyrics but also in film titles. However, measuring return on investment (ROI) for in-film branding remains challenging. One can observe weak connections and potential

impact. For instance, after the release of "Mere Dad Ki Maruti," the Ertiga car experienced a 30 percent increase in test drives and inquiries. Notably, there were no other advertisements for the brand during that time. Whether measurable or subliminal, the fact remains that in-film brand placements are on the rise.

Statement Of The Problem

The study titled "Exploring the Impact of Youth Consumer Behavior on Film Product Placement" investigates how brand familiarity and knowledge influence the recall of product placements within films. The research focuses on understanding how aware young audiences are of these branded placements, how likely they are to purchase these products, their ability to remember specific brands, and the overall effectiveness of using product placements as an advertising strategy. The strategy behind incorporating brands in movies is to give them an additional boost, enhancing brand awareness and recognition. Additionally, this approach can also provide visibility to new brands through appropriate associations in films. Given the growing film industry and the increasing prevalence of in-film branding, it is crucial for marketers to comprehend how these methods influence the perception of the target consumers towards the brand.

Relevance of The Study

The objective of the present study is to examine the influence of in-film branding on the youth population. Nowadays, there is a significant presence of advertisements featuring branded products in films, and celebrities endorse multiple brands. This extensive exposure has a profound impact on the purchasing decisions of young consumers. Thus, it is crucial to investigate the influence of product placements in films, specifically in the context of in-film branding, on consumer purchasing behaviour. This study will also assess the extent to which viewers recognize or recall branded products after watching films, ultimately determining if in-film branding can be considered an effective advertising technique.

Scope Of The Study

The scope of this study on the impact of consumer behavior on film product placements among youth includes several key areas. First, it seeks to assess how aware young audiences are of brand placements in movies, focusing on their recognition and recall of specific brands featured in films. Second, the study explores how these product placements affect the purchase intentions of young viewers, aiming to understand how seeing branded products in films influences their attitudes and likelihood of buying those products. Additionally, the research will delve into the overall consumer behavior patterns of youth in relation to product placement in films, including their preferences, motivations, and decision-making processes. By encompassing these aspects, the study will provide valuable insights into the influence of consumer behavior on product placement in films among youth.

Objectives Of The Study

1. To assess the extent of awareness among youth regarding in-film branding or brand placement in films.
2. To examine the impact of watching films on the purchase intention of youth.

Hypotheses

1. H_0 : "there is no significant relationship between gender and level of awareness in film branding or brand placement among youth."
2. H_0 : "there is no significant relationship between education qualification and purchase intention of youth after watching films"

Review of literature

(R.Ayhan Yilmaz 2007) Findings stated that the sponsorship is a type of communication and marketing strategy that institutions and well-known trademarks employ for the purpose of fulfilling their marketing and public relation aims very often. Today's, it is an important issue to reveal the effectiveness of sponsorship that is encountered in many different fields in the market, and also to reveal the benefits that are obtained by many institutions and brands.

(Etienne Bressoud and Jean-Marc Lehu 2007) The study finds that the growth of product placement in movies aligns with the expansion of media fragmentation. Previous research has highlighted the impact of different placement strategies. Instead of concentrating on how placements are executed, this exploratory research provides fresh perspectives on the extended influence of product placements through DVDs.

(Jean-Marc Lehu and Etienne Bressoud 2007) Several studies have demonstrated the potential of product placement, especially as traditional media become saturated and interest in this communication technique grows. Product and brand placements have surged, particularly in Hollywood films, though their effectiveness varies. This research shifts focus from the placements themselves to exploring viewers' reactions during subsequent exposures. The findings aim to enhance professional understanding of product placement and enrich academic knowledge. The study reveals that a high volume of brand placements does not necessarily lead to greater brand recall, whether viewers watch the movie in a cinema or at home on a large-screen setup.

Research Methodology

Research methodology is a universal research strategy that determines how research is conducted and, in particular, chooses which methods to use. In this study, researchers made extensive use of both primary and secondary data

Population of the study

- Population of the study consists of youth located in Angamaly.

Sampling Technique

- For the collection of 50 respondent's samples, the convenience sampling method was adopted.

Sample Size

- The sample size for the present study comprises of 50 youths located in Angamaly.

Data Collection Methods

Both Primary data and Secondary data were used for the study.

- **Primary Data**

Primary data were collected from 50 respondents with the help structured questionnaire located in different places of Ernakulam district. The questionnaire consists of the socio-economic profile of the respondents. The next section of the questionnaire includes questions relating to analyse the influence of In – Film branding.

- **Secondary Data**

Secondary data were collected from various sources, including books, published journals, the internet, and published dissertations.

Tools used for analysis

The tool used in this project for data analysis is T-test and one way ANOVA test.

- T-test is a statistical test used to determine if there is a significant difference between the means of two groups.
- One-way ANOVA (Analysis of Variance) is a statistical test used to compare the means of three or more groups to determine if there are any statistically significant differences between them.

T-test

H_0 : "There is no significant relationship between gender and level of awareness in film branding or brand placement among youth."

H_1 : "There is significant relationship between gender and level of awareness in film branding or brand placement among youth."

Group Statistics

	A2	N	Mean	Std. Deviation	Std. Error Mean
AC1	1.00	29	2.0345	.90565	.16817
	2.00	22	2.1364	.71016	.15141
AC2	1.00	29	2.1379	.99010	.18386
	2.00	22	2.0455	.84387	.17991
AC3	1.00	29	2.3103	.89056	.16537
	2.00	22	2.2273	.68534	.14612
AC4	1.00	29	2.5862	.94556	.17559
	2.00	22	2.4091	.79637	.16979
AC5	1.00	29	2.4138	1.01831	.18909
	2.00	22	2.2727	.70250	.14977
AC6	1.00	29	2.7586	1.09071	.20254
	2.00	22	2.7727	1.06600	.22727
AC7	1.00	29	2.2414	.87240	.16200
	2.00	22	2.1364	.83355	.17771

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means					
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference

									Lower	Upper
AC1	Equal variances assumed	.111	.740	-.435	49	.665	-.10188	.23397	-.57207	.36830
	Equal variances not assumed			-.450	48.927	.655	-.10188	.22629	-.55664	.35288
AC2	Equal variances assumed	.088	.768	.352	49	.727	.09248	.26301	-.43606	.62102
	Equal variances not assumed			.359	48.276	.721	.09248	.25724	-.42466	.60962
AC3	Equal variances assumed	.767	.385	.363	49	.718	.08307	.22873	-.37659	.54273
	Equal variances not assumed			.376	48.981	.708	.08307	.22068	-.36040	.52654
AC4	Equal variances assumed	.633	.430	.708	49	.482	.17712	.25014	-.32555	.67978
	Equal variances not assumed			.725	48.410	.472	.17712	.24425	-.31387	.66811
AC5	Equal variances assumed	2.908	.094	.556	49	.580	.14107	.25352	-.36840	.65054
	Equal variances not assumed			.585	48.632	.561	.14107	.24122	-.34378	.62592
AC6	Equal variances assumed	.008	.928	-.046	49	.963	-.01411	.30540	-.62784	.59963
	Equal variances not assumed			-.046	45.892	.963	-.01411	.30443	-.62692	.59871

AC7	Equal variances assumed	.018	.893	.434	49	.666	.10502	.24201	-.38132	.59135
	Equal variances not assumed			.437	46.382	.664	.10502	.24047	-.37892	.58895

Interpretation

We have used T-test for analysing data showing the relationship between gender and level of awareness in film branding or brand placement among youth. The result shows that the significance level is more than 0.05. Therefore, it satisfies the null hypothesis, so there is a no significant relationship between gender and level of awareness in film branding or brand placement among youth.

One-way ANOVA

H₀:“There is no significant relationship between education qualification and purchase intention of youth after watching films.”

H₁:“There is no significant relationship between education qualification and purchase intention of youth after watching films.”

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
AD1	Between Groups	2.015	3	.672	2.110	.112
	Within Groups	14.965	47	.318		
	Total	16.980	50			
AD2	Between Groups	.307	3	.102	.202	.895
	Within Groups	23.850	47	.507		
	Total	24.157	50			
AD3	Between Groups	.721	3	.240	.300	.825
	Within Groups	37.632	47	.801		
	Total	38.353	50			
AD4	Between Groups	.730	3	.243	.417	.741
	Within Groups	27.426	47	.584		
	Total	28.157	50			
AD5	Between Groups	.918	3	.306	.528	.665

Within Groups	27.238	47	.580	
Total	28.157	50		

Interpretation

Here, it shows the relationship between education qualification and purchase intention of youth after watching films. From the result, it is clear that the significance level is greater than 0.05. Thus, the null hypothesis is accepted. Hence there is no significant relationship between education qualification and purchase intention of youth after

Suggestions

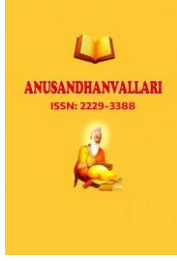
1. The study reveals that respondents are aware about in film branding. So it can be utilized as a branding opportunities and as a promotional tool for companies
2. As the satisfaction level after purchase of branded products film advertising have a positive response, more capital investments can be made in film advertising
3. It is important that further in depth studies are conducted in film industry to find out more marketing opportunities in films
4. As the employees, who have any regular source of income, branded products which have frequent trend and changes and which are available at affordable price can have a great impact in their sales when it is marketed through films since noticing products placement in the films.
5. As the youth employees are fed up outdated technology and methods of traditional advertising and are very much alive about new marketing strategies. Films are excellent path for the market of branded products. Thus in film branding or convert traditional advertising provides huge platform for marketing the branded products among youth employees.

Conclusion

The Study entitled “A study on influence of consumer behaviour on product placement in film among youth in Angamaly” mainly focused to measure level of awareness of in film branding or brand placement in films among youth, to examine purchase intention of the youth after watching films, to measure the level of consumers experience and recalling of branded products from the films. The study reveals that respondents are aware about in film branding they can quickly recall symbol or logo of the branded products so it can be utilised as a branding opportunity and as a promotional tool. Most of the respondents are satisfied in the purchase of the branded products after watching films because they feel unique when they using branded products. In-film branding facilitates experience and recalling of the branded products.

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