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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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**PRODUCT PLACEMENTS AS A MARKETING TOOL: FROM TRADITIONAL TO SOCIAL MEDIA**
**BIMALDEEP KAUR****ASST. PROFESSOR****SRI GURU GOBIND SINGH COLLEGE OF COMMERCE****UNIVERSITY OF DELHI****DELHI****ABSTRACT**

*Promotion, the fourth 'P' of marketing, holds the key to the success of a given marketing strategy as it involves communication with the prospective customers. The marketers need to select the most appropriate communication model to plan for promotional strategy for the success of the business. The range of options available to a marketer to plan the media for communication has widened with the advent of information technology and its all-pervasive applications. The options for traditional media selection have been: Print Media, Electronic Media (T.V, Radio, internet, cell phones, video games, electronic billboards, telephone, etc.), Celebrity Endorsements, using Storyline of the Film, Events, Direct Mail, and so on. The marketer needs to assess the effectiveness of a particular medium for communication before selecting the most appropriate and effective medium for planning the promotional strategy for the product(s) of the enterprise. Although product placements have emerged and being increasingly used along with traditional media, its popularity is growing with the growth of internet based promotion. The present study makes a modest attempt to assess the popularity of 'Product Placements' as a medium for advertising in the wake of growing digital space.*

**KEYWORDS**

product placements, marketing tool, promotion, advertising media, social media.

**INTRODUCTION**

**P**roduct Placements (PPL) is a promotional tactic used by marketers in which a real commercial product is used in fictional media, and the presence of the product is a result of an economic exchange. When featuring a product is not part of an economic exchange, it is called a **product plug** (Ginosar and Levi-Faur, 2010). Wikipedia defines product placement in movies as, "A promotional tactic used by marketers in which characters in a fictional play, feature film, television series, music video, videogame or book use a real commercial product. Typically, either the product or logo or both are shown or favorable qualities of the product are mentioned." The advertiser or company produces an engaging content in order to promote it (Falkow, 2010). In such cases, either the product logo or the product itself is flashed and some features of the product may be highlighted. This is done without disclosure, and under the premise that it is a natural part of the work. The price of the product and its comparison with other brands are not mentioned.

Product placement on social media platforms is nothing new. For the past couple of years' celebrities have been endorsing an endless variety of products to their name. They have been doing this in a variety of ways for example, through video games, TV Serials, Best seller books, etc. but since product placements involve the product being used naturally in the script/plot of the media used, it is generally being embedded more within movies of popular celebrities. This ensures a captivated audience who has a favorable attitude towards the celebrity who is paid for the product placement as well as the film producer.

**PRODUCT PLACEMENT IN MOVIES**

Product Placement in movies or In-Film Advertising is gaining prominence since the advertisers feel that the audience has got bored with the traditional media and try to escape by skipping the channels. It has become a cluttered alternative to the traditional media. But it is not clear whether this type of advertising would replace traditional advertising. A strong alternative to in-film advertising in the traditional media is the celebrity endorsement which began in India in the mid-1980's. Depending upon the product life cycle and category, the prime purpose of corporates to go in for celebrity endorsements could be to ensure that the brand gets instant attention. Using celebrities has the effect of drawing quick sight of the public towards the product as these celebrities can build the brand image and at the same time, create awareness. Employing a star gives a new dimension and at the same time, credibility to the brand, almost rendering guarantee to the product. However, the success of an endorsement depends on the celebrity-product association known as the *congruency drive*. Also this medium is affected by *vampirism*, that is when the celebrity overshadows the product. Firms have to be careful when hiring the celebrity as celebrity fatigue or loss of popularity of the celebrity due to moral conduct or ethical grounds can hamper the image of the product. Celebrity value when not matched with product's expected delivery of results can lead to *over exposing*.

In-Film Advertising has become an alternative to the cluttered traditional media. The audience is captive, which is just not in the position to use the remote control to skip an ad by changing the channel. Due to too much advertising in between programs on audio-visual media as well as a lot of clutter in the print media, viewers as well as readers ignore or fail to retain some or most of the ads. However, in the case of an advertisement as part of a film, it is difficult to ignore it as compared to traditional forms of advertisement, where captivating attention is always difficult. This generates strong need for placing the product as part of a film. The placement of any product or service in the films can vary from its minor display one or more times in the film to the extent of putting it as the central part of a film where the story revolves around the product or service. It has to be decided whether an advertisement should go into the film or the product is placed in the backdrop or as a prop used by the actors or actresses. It is the qualitative aspect of the message which normally carries on and settles in the mind of the viewer trying to affect the viewer's thinking. Many times, the viewers may or may not use, or start using, the product placed in the advertisement; but the subtle or obvious message which goes along with it embeds itself deeply within the viewer. It adds up to a complete identification with a film-goer when he or she finds the product used by a current leading star many times in the film. Thus by seeing a favorite celebrity using a product in a film, the opinions and perceptions vis-à-vis the product usage and consumption by the viewer may change and that may get reflected in his or her purchasing or buying behavior (Redondo and Bernal, 2016). To explore the product placement done traditionally through movies, it is worth citing some trends from the Hollywood and Bollywood (Indian movies).

**PRODUCT PLACEMENT IN MOVIES: THE HOLLYWOOD WAY**

The earliest attempts at using the strategy of product placement in the movies can be traced to a Hollywood movie, "It Happened One Night" released in 1938 where the focus was on not using undershirt and this led to a sharp decline in the undershirt sales. Another example of Product placement in movies is the 1949 Hollywood movie titled Love Happy, in which Harpo Marx cavorts on a rooftop among various billboards and at one point escapes from the villains on the old Mobil logo, the "Flying Red Horse". It is interesting to note that this trend continued till the 50's but thereafter the sales of undershirts began to rise after James Dean and Marlon Brandon rode their Harleys in T-shirts. This trend continues in recent times (see Table 1).

TABLE 1

HOLLYWOOD MOVIES FEATURING PRODUCT PLACEMENTS (2005 onwards)		
MOVIE	RELEASE YEAR	BRANDS FEATURED
Meet the Fockers	2005	Apple, Ford, Jaguar, Panasonic, Pontiac, Starbucks
Coach Carter	2005	7-Eleven, Band-Aid, BMW, Casio, ESPN, Fila, Gatorade, Honda, Mercedes, Nike, Olympus, Pepsi. Polaroid, Polo Ralph Lauren, Reebok, Xbox
Boogeyman	2005	Coca cola, Ford, Ford Mustang, Mack, Mercedes, Red Bull
Hitch	2005	Adidas, Benadryl, Blackberry, Canon, Citibank, Coca-Cola, Ericsson, FedEx, Ford, GE, Google, Gucci, Johnson & Johnson, Lacoste, Mercedes, Motorola, Nike, Nikon, Polaris, Sony, Starbucks, Subway
The Pacifier	2005	Adidas, Apple, Apple, Domino's Pizza, Ford, Huggies, Intel, Johnson & Johnson, Lay's, Microsoft, Minute Maid, Nike, Panasonic, Pantene, Sony, Toyota
The Ring Two	2005	Apple, Aquafina, Bose, Ford, Philips, Volkswagen
Sin City	2005	American Express, Beretta, Cadillac, Chevrolet, Chrysler, Ferrari, Ford, Jaguar, Master Card, Mercedes, Motorola, Porsche
The Interpreter	2005	Apple, Audi, British Airways, Carlsberg, Chevrolet, Coca-Cola, Dell, FedEx, Ford, Frito Lay, HP, Land Rover, Lipton, Mercedes, Motorola, New York Times, Nikon, Pepsi, Sony, Sprite, Starbucks
Mr. and Mrs. Smith	2005	BMW, Cadillac, Chevrolet, Coca-Cola, Johnnie Walker, Mercedes, MTV, New York Times, Nokia, Panasonic, Pepsi, Samsung, Tissot
Batman Begins	2005	Bacardi, Budweiser, Ford Mustang, Heinz, Jeep, Motorola, Nike, Nokia, Omega, Sony, Toyota
War of the Worlds	2005	Apple, Coca-Cola, Ford Mustang, Heinz, Jeep, Motorola, Nike, Nokia, Omega, Sony, Toyota
Fantastic Four	2005	Burger King, Business Week, Corvette, Dell, ESPN, Ford, HSBC, Kellogg's Corn Flakes, Lay's, Mountain Dew, MSN, Nestle, Nike, Pepsi, Samsung, Victoria's Secret, Wal-Mart, Xbox
King Kong	2005	Cadillac, Chevrolet, Coca-Cola, Johnnie Walker, Listerine, Nestle, Pepsodent, Universal Studios
The Chronicles of Narnia: The Lion, the Witch and the Wardrobe	2005	Austin, Bradley Manor, Great Western Railway
Underworld: Evolution	2005	Land Rover, Sony
Big Momma's House 2	2005	Apple, BMW, Coca-Cola, Dell, Ford, HP, LG, Mercedes, Motorola, Panasonic, Philips, Playboy, Polo Ralph Lauren, Ray-Ban, Rolex, Samsung, Sony, Victoria's Secret
The Pink Panther	2005	Adidas, Apple, Axe, Dell, Kodak, McDonald's, MSN, Nikon, Philips, Toyota, Volkswagen
Demolition Man	2005	Taco Bell Restaurant chain. They changed it to Pizza Hut – for Pepsi – in the Japanese release!!
Analyze This	2005	Merrill Lynch investments
You've got Mail	2005	AOL
WALL-E	2007	Wall-E has a Rubik's cube and an iPod in his house. This video proves that the iPod will still work in the year 2700! Also, don't you think that Eve looks like an Apple product? Should we see an insidious manipulation from Apple? For if Eve is a mac, no doubt Wall-E is an old rusty and outdated PC. Eve is eco-responsible. She was built to find the last plant on Earth, and can solve the Rubik's cube within a few seconds!
The Pursuit of Happiness	2007	Let's stay with the famous Rubik's cube. Will Smith is a smart single dad, ready for everything to become a Wall Street trader in the 80's. Also ready to impress a headhunter by solving the Rubik's cube, very popular game in the 80's.
The Dark Knight	2008	The bat mobile is a Lamborghini Murcielago, which means bat in Spanish!
Source code	2011	In the virtual reality, we are all using Bing rather than Google!

**PRODUCT PLACEMENT IN MOVIES: THE BOLLYWOOD EXPERIENCE**

Films are a prominent medium of entertainment in India. Impact of films is evident from the fact that film stars have iconic status in India (Kripalani, 2007) The Indian film industry is 100 years old and world's largest producer of films in volumes, producing around 1,000 films per annum and accounted for 1% of the global film industry revenue (Dwyer, 2005). Leveraging on the emotional value attached with a movie and diverse genre of films produced, corporates and advertisers have the opportunity to associate their brands with the right movies through "in-film advertisements". Advertising agencies thus play a crucial role between film producers and corporates who want to associate their brand with a movie. Product placement in Indian movies is not something new. A discernible trend as regards using storyline of the film to advertise products has been noticed in the recent past. The products chosen for advertising through this medium have varied from automobiles to soft drinks, garments, gift items, services, pharmaceuticals to name a few. In this context, it will be interesting to cite some of the recent Indian movies in which products and services have been advertised (Table 2).

TABLE 2: PRODUCT PLACEMENT IN MOVIES: THE BOLLYWOOD EXPERIENCE

MOVIE	RELEASE YEAR	BRANDS FEATURED
<i>An Evening in Paris</i>	1967	Sharmila Tagore was seen sipping delicately from a 200 ml bottle of Coke, struggling to make sure the logo was visible
<i>Bobby</i>	1973	The Rajdoot motorbike from Enfield Motors was launched in the movie
<i>Awwal Number</i>	1990	The Dev Anand flick released in starring Aamir Khan, every time the hero hit a four, the ball bounced off a poster saying Garware!
<i>Prem Diwane</i>	1992	A lot of people unrelated to the story line were shown carrying Benzer bags where an entire sequence with Madhuri Dixit was shot inside the famous Benzer stores of Bombay
<i>Love Ke Liye Kuch Bhi Karega</i>	2001	Mc Donald's India has been quite active on the product placement front. The hero strategically holds a ball with the Mac 'M' on it
<i>Kaho Na Pyar Hai</i>	2000	Hritik Roshan flexes biceps etc and asks irritably, "McDonald's ka burger laaon kya?"
<i>Taal</i>	1999	Coke
<i>Dilwale Dulhania le Jayenge</i>	1995	Stroh's Beer
<i>Fiza</i>	2000	Close Up
<i>Yaadein</i>	2001	Coke and Pass Pass
<i>Baghban</i>	2003	Amitabh Bachchan endorsed a multiplicity of brands, namely Ford Ikon, ICICI Bank and Tata Tea
<i>Chalte-Chalte</i>	2003	Castrol engine oil, Santro and Versache
<i>Dhoom</i>	2004	Suzuki
<i>Bunty Aur Babli</i>	2005	Maruti Suzuki launched its new model "Swift"
<i>Viruddh</i>	2005	promoted Asian Paints and Calcium Sandoz tablets
<i>Parineeta</i>	2005	the actress Vidya Balan promotes Saridon tablets
<i>Yaaran Naal Baharaan</i>	2005	Karizma
<i>Dabangg</i>	2010	Zandu Balm pain reliever rub and BoroPlus anti-septic cream have been part of the superhit songs.
<i>Cocktail</i>	2012	online shopping address myntra.com was effectively emphasized

## REVIEW OF EXISTING LITERATURE

### THE TRADITIONAL WAY OF PRODUCT PLACEMENT IS LOSING ITS SHEEN

Promotion has always been the trickiest part of the marketing mix. It has never been easy to capture the thought process of the consumers. Researchers have studied product placement in various media: advergaming, computer/video games, digital games, movies, television, television magazines (Matthes, Schemer, and Wirth, 2007), novels (Brennan, 2008), online games, simulation games, sporting events, game shows (Gupta and Gould, 2007), radio, physical environments such as hotel rooms, rental cars, or ships (Weaver, 2007), virtual/online environments (Yaveroglu and Donthu, 2008), and songs (Delattre and Colovic, 2009).

However innovative the marketers become, the consumers still figure out after some time how they are being targeted. As we have seen, product placements have been quite popularly used for a captive audience of movies (Ref: Table 1, Table 2). In addition to that, the favoritism the celebrity already enjoys is able to give the marketer an edge in influencing the complex decision making process of the consumer (Trusov, Bucklin and Pauwels, 2009).

The study of existing studies points out that though product placements through movies is a good medium for generating awareness and reminding the consumers about the product (Kaur B, 2014). There is also an increasing appreciation by the consumers about the placement being a sponsored item in the movie (Gillespie and Joireman, 2016). It is difficult to ascertain the effectiveness because even though the product placements are widely used, the related data is usually proprietary and not accessible freely. Product placements have been analysed in the way they have been included in the movies and it has been found that this affects their effectiveness (Bhatnagar, Aksoy, & Malkoc, 2004). Different types of product placements such as visual or verbal have different effects on the consumer (Russell, 2002). With the ever increasing knowledge of the consumer, it is hard for the marketers to camouflage the sponsored content without the customer realizing that the product has been purposely put for selling it.

Law and Braun (2000) suggest that although products central to the plot were remembered and recalled more than products placed more subtly, no reliable effect of centrality of placement was observed on the choice measure. This dissociation also occurred with modality of placement—where seen-only products most influenced choice but were least recalled.

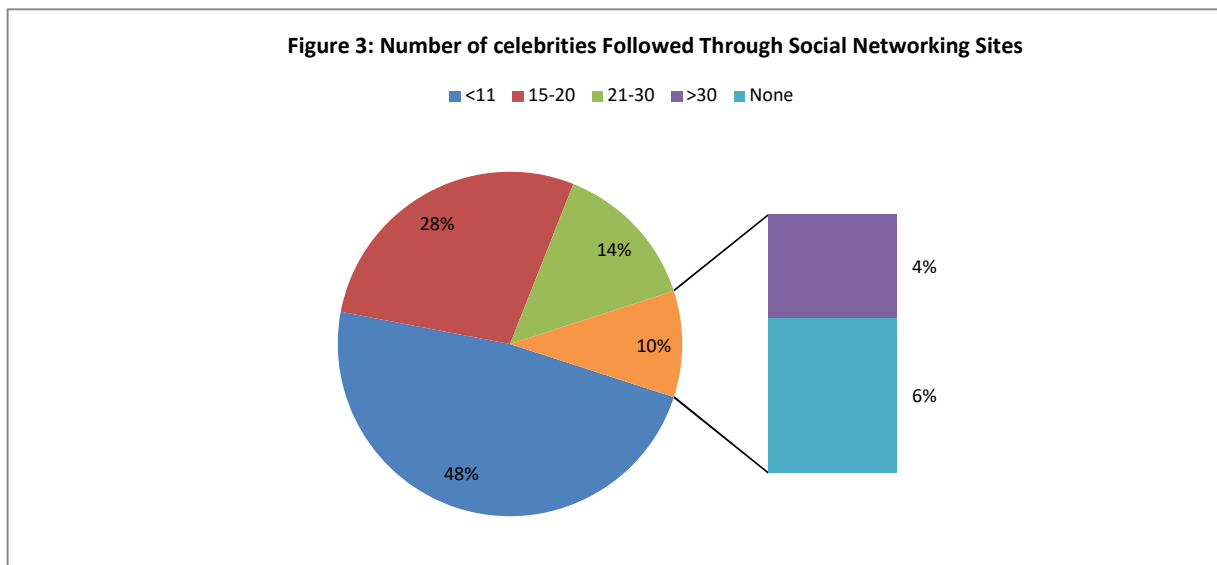
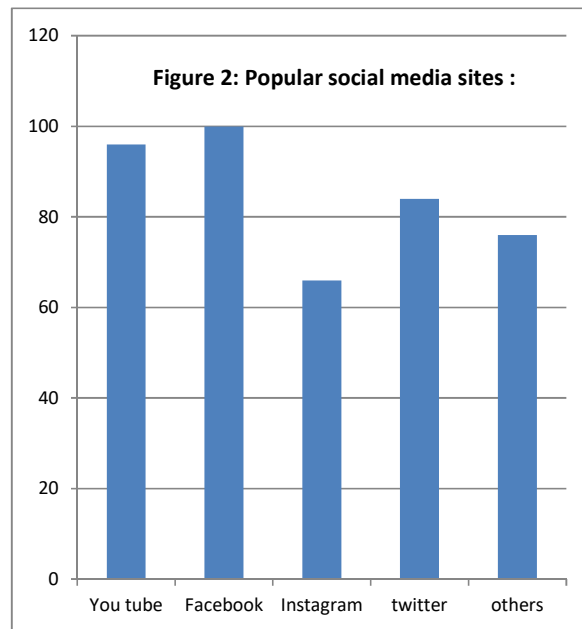
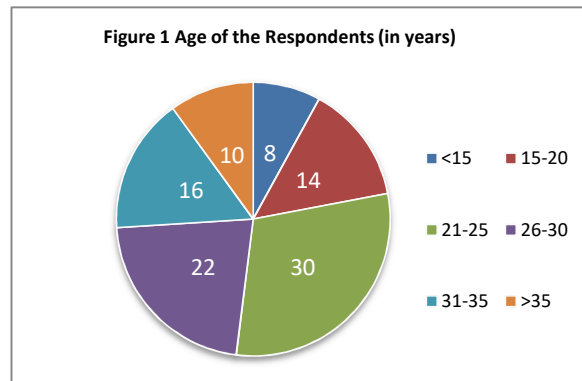
### PRODUCT PLACEMENTS THROUGH SOCIAL NETWORKING: THE NEW WAY OF DOING IT

With the growth of internet and changed consumer preferences, the marketing, advertising and PR industries are taking advantage of the opportunities that lie unexplored in the social media platform and have essentially created a new form of product placement. The number of internet users exceeds 3 billion people (Internet Live Stats, 2017/1/1) a majority of whom belong to "generation Y" and are spread across different socio economic layers, (Bolton, Ruth et al., 2013). They are actively present on popular social networking sites such as Facebook, Twitter and Instagram. Social Networking sites are web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (Danah, Nicole, 2007). Social networking has its advantages with high speed internet connections, with more visual features that a marketer can use. Because of its growing potential, marketers are realizing the importance of social media and social networking. Product placement is essentially integrating the brand or product in the entertainment item (Russell & Belch, 2005) and is gaining popularity through increasing presence in social media (La Ferle, Steven & Lee, 2008). Through product placement, marketers aim to create consumer awareness for the brands and intend to affect consumer behavior (Babacan et al., 2012; Chang, Newell and Salmon 2009). The idea is that once viewers already recognise a product, showing it in a context in which it is being used (by characters in the music video) encourages them to purchase the product, which is the ultimate marketing objective (Omarjee & Chhilya 2014). Networking through social media enables the users to share and discuss easily about the product within their influencer group. The marketer and advertisers try to locate their brands in videos or games that fit well with their products (Okazaki and Taylor, 2013).

## METHODOLOGY

This study is a qualitative study based on a primary survey. A structured questionnaire was administered to a sample of 150 respondents selected on the basis of qualitative criteria. The responses were analysed for 100 respondents only due to various reasons. The sample was selected having a homogeneous mix of age, gender and socio-professional background. The methodology uses convenience random sampling. To get the basic data, the method of survey questionnaire with the population has been used. The structured questionnaire comprised of closed-ended questions, which were used to get basic information of the sample as a method of data collection. The survey uses both descriptive and statistical methods to find the current situation regarding the use and impact of product placement using social media networking towards consumer behavior. Statistical tools such as tables, frequency, charts have been used to depict the data.

**Age of the respondents:** This study also represents more young adults (15-25 year olds) as the research data proves that internet usage is highest amongst this age group. This age group also makes for an important online consumer group (Figure 1). The aim was to first enquire about the use of mobiles and presence of the user on popular social networking sites. The respondents were questioned for their usage patterns (Figure 2). The respondents were asked for the number of celebrities they followed online (Figure 3).



The study of responses from respondents showed the usage of social media to be more with young adults with an age bracket of 21-35 years. YouTube, Facebook, Instagram, Twitter were the most popular sites with the users. 48% of the respondents seem to be following around 10 celebrities at least via social media.

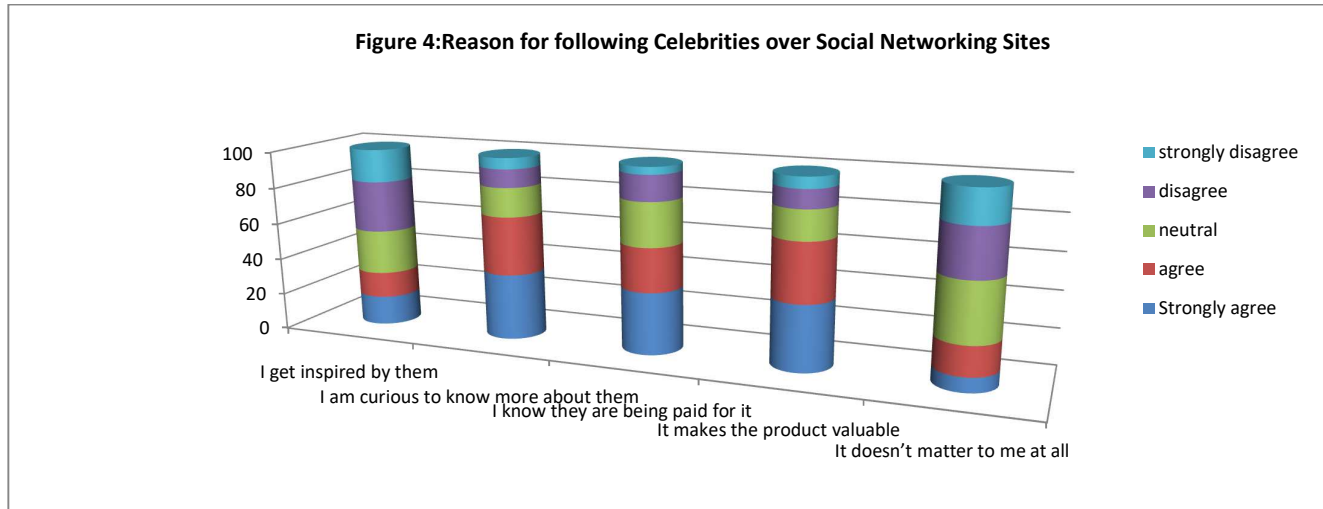
**FINDINGS**

The study of responses revealed the following findings.

**REASON FOR FOLLOWING CELEBRITIES OVER SOCIAL NETWORKING SITES**

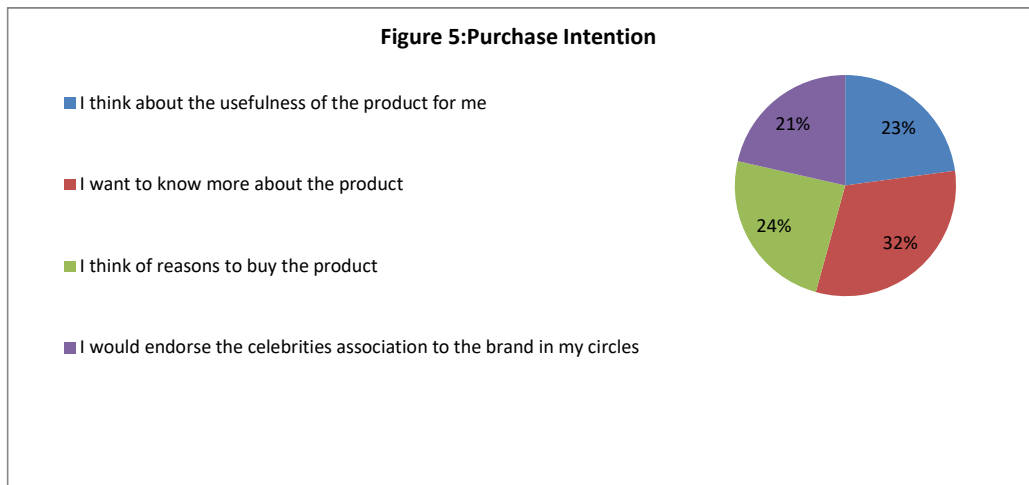
When asked this question, 16/100 respondents strongly agreed that they were inspired by them, whereas 28/100 disagreed and 24/100 remained neutral to the statement. Although 58/100 of them knew that the celebrity was being paid for the product placements, 68/100 were interested to know more about the product

because their favorite celebrity was claiming to be using it. Majority of respondents (36/100) strongly agreed that they did so because they were curious about their favorite celebrities and wanted to know about them more.

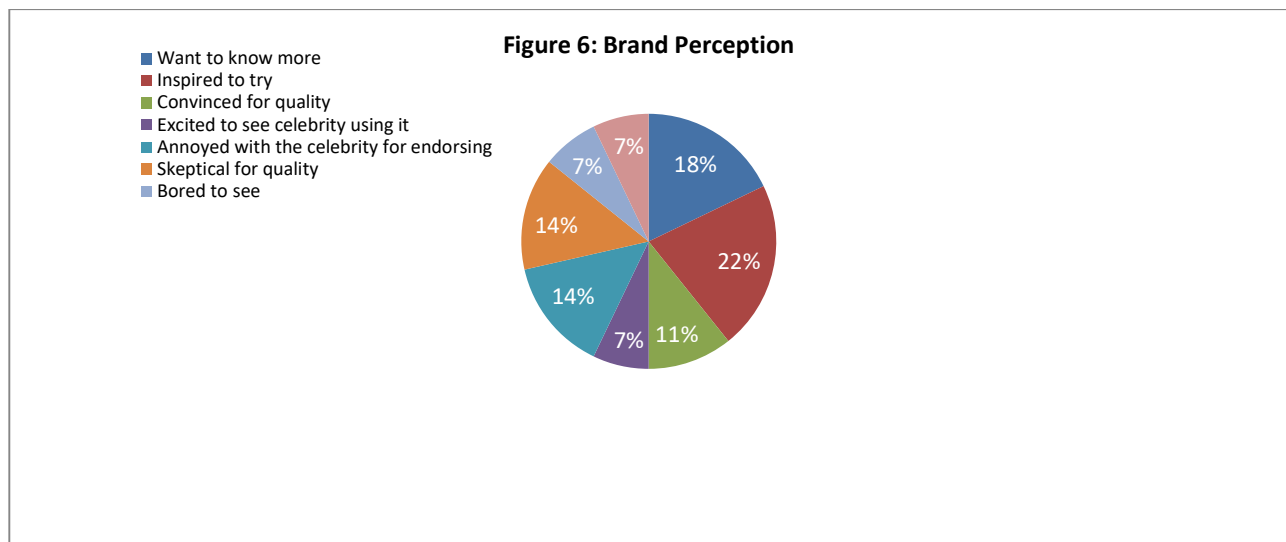


**ATTITUDE TOWARDS CELEBRITIES ENDORSING PRODUCTS IN SOCIAL MEDIA**

The respondents were asked whether the exposure to product placements over their favorite celebrities' social networking post would make them change their purchase intention. 23% felt they will definitely think about the product and its usefulness whereas 32% said they want to know more about the product. 24% of the respondents said they will think of reasons for buying the product and 21% would be endorsing the celebrities' association to the brand in their own circles.

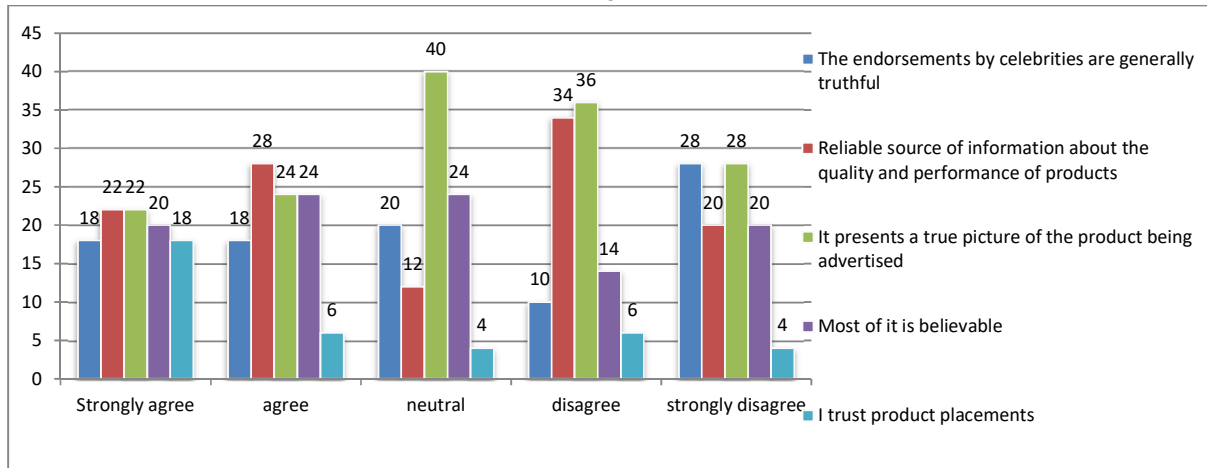


**Brand Perception:** The respondents were asked what effect do celebrity endorsements have on brand perceptions. 18% of the respondents want to know more about the product, 11% are convinced for quality of the product because of the fact a celebrity was endorsing it. 14% of the respondents feel annoyed with their celebrity endorsing it. This may be because the product may not be the right fit for the celebrity chosen hence leading to a low brand perception. A large section of the respondents is inspired to try the product being endorsed by their favorite celebrity. 7% of the respondents also felt they were misled for the product.



**Ethics and Product placement on social media.** 28 out of 100 respondents strongly disagreed to the statement that the endorsement by celebrities on social media are truthful. 36 respondents disagreed to the statement that social media is a reliable source of information about the quality and performance of the products. 40 were neutral when asked whether product placement on social media presents a true picture of the product being advertised. 28% of respondents actually considered it to be a source of reliable information about the quality and performance of products. 18% strongly agreed that whatever was being said in the placement was believable.

FIG. 7



## CONCLUSION

Traditionally, product placements have been effective because of their novelty. With time, the consumers have become aware of this being used by the marketer as an advertising strategy where the celebrity is paid to place the product. Today's consumer is much more sophisticated and makes conscious decisions. Traditional ways of advertising will continue to diminish with the changing dynamics of the consumer environment.

The advancements in technology and the rise and rise of smart phone usage, this style of advertising through product placements has made its way to the social media, for better or worse. The marketer thus, has to come up with new ideas using smart technology which has engaged the consumer. It has opened new revenue streams for popular bloggers, Twitter and Facebook users who have a large page following. If it is done effectively, using product placement and brand ambassadors on social media proves to be extraordinarily effective way of spreading a message and marketing a brand. Tweeting about your product or service from your own Twitter account is one thing, but having an "impartial" influencer tweet about you is quite another.

It comes with a caution. Sometimes, product placement can backfire. For example, Indian Tennis player Sania Mirza posted a promotional tweet on Wednesday about the smartphone One Plus 3T. But this promotional tweet went wrong when she didn't realise that she was making the tweet from her I-Phone. Twitteratti was quick to spot this and they didn't really take much time to troll the tennis player (via IE/Sports, 2017).

Although the smart consumer has started to realize that this is a sponsored way of advertising, but still they have not yet completely caught on to this marketing technique. Brand ambassadors never push their followers to buy products; instead, they lead people to a lifestyle page or blog post to gently introduce their tribe to the advertiser's message or brand. The landing page does the rest. It works because when it comes to purchasing a product and consumer interest it all comes down to trust.

This study has **future implications** for further research for innovative and creative methods to keep the viewer's attention engaged. As the technology improves further and the consumer becomes more and more tech savvy, the marketer who is able to think out of the box will be able to win over the attention of the consumer.

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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