
Influence of Product Placement on Purchase Intention

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Abstract

Purpose: The purpose of this study is to understand the role played by endorser credibility, brand fit, self- brand connection, brand evaluation and situational congruency for understanding the influence of product placement on Purchase Intention.

Research Methodology: The data was collected using a questionnaire. The research was conducted for age group 18-25. Questions were asked in relation with all the mentioned variables. Along with the questions, demographic variables name, occupation and gender were also asked. A total of 147 responses were collected. A short video clip from the movie Zindagi na milegi dobara was put in the beginning of the questionnaire. The clip was of Hritik Roshan and placement of mountain Dew in the brand. All the questions related to the variables were asked in context of that video clip. The endorser being Hritik Roshan and the product placed being mountain dew.

Findings: From the study conducted, it could be understood that Credibility has a direct and positive response on brand fit and on self- brand connection but not on Situational Congruency. Brand Evaluation has a direct and positive impact on purchase intention. Situational Congruency has a direct and positive impact on Brand evaluation. Self- brand connection has a direct and positive impact on situational congruency and on Brand evaluation. Brand Event fit does not have a direct and positive impact on brand evaluation and on purchase intention. Whereas, Brand event fit has a direct and positive impact on self-brand connection and on situational congruency. These results were determined with the help of one path analysis and independent t-test. Furthermore, descriptive statistics was also used and Chronbach alpha test was used to determine the reliability of the variables.

Research limitations: A smaller sample size was taken. It is also recommended that the data collection and research design be conducted in an offline and face to face manner in order to reduce any discrepancies

Introduction:

Product Placement (embedded marketing) is a strategy of advertising where references to brands or items are consolidated into another work, for example, a film or TV program, with explicit limited time expectation. While references to brands might be willfully consolidated into works, product position is the intentional joining of references to a brand or item in return for pay. Item situations may go from unpretentious appearances inside a climate, to conspicuous reconciliation and affirmation of the item inside the work.

Scope of the study:

The study will give insight into the influence of product placement on purchase intention. Various variables like endorser credibility, brand fit, self- brand connection, brand evaluation and situational congruency will be analysed and understood to come to the result. This study will better explain the influence of product placement on purchase intention.

Definition of the variable:

Purchase Intention: This is basically the intention of the consumer to purchase the commodity/ brand

Endorser Credibility: This is the level of credibility that the endorser of the brand has.

Brand- Event Fit: This is the fit between the brand and the event (scene in movie).

Self- Brand Connection: This is the connection that the consumer feels with the brand.

Brand Evaluation: This is evaluation of the brand being placed by the consumer.

Situational Congruency: This is the level of congruency between the situation of the movie scene with respect to the brand placed at that time.

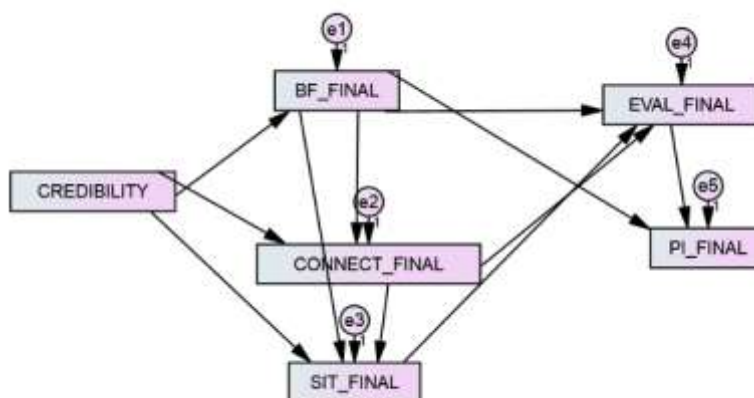
Research Methodology:

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Data collection tool used:

The data collection tool used for this study was Questionnaire in order to conduct a research on the influence of product placement on purchase intention.

Hypothesis and framework:



- H1: Brand fit has a direct and positive impact on brand evaluation
- H2: Brand fit has a direct and positive impact on purchase intention
- H3: Brand fit has a direct and positive impact on self-brand connection
- H4: Brand fit has a direct and positive impact on situational congruency
- H5: Self brand connection has a direct and positive impact on situational congruency
- H6: Self brand connection has a direct and positive impact on Brand evaluation
- H7: Situational Congruency has a direct and positive impact on Brand evaluation
- H8: Brand Evaluation has a direct and positive impact on purchase intention
- H9: Credibility has a direct and positive response on brand fit
- H10: Credibility has a direct and positive response on self- brand connection
- H11: Credibility has a direct and positive response on Situational Congruency

Statistical Design

- Path Analysis
- Descriptive Statistics
- Cronbach Alpha
- T-test

Analysis:

Reliability test:

Chronbach Alpha was used to determine the reliability of the variables used in the study.

Purchase Intention:

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .937 | .937 | 3 |

Brand Fit:

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .905 | .905 | 3 |

Self-Brand Connection:

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .951 | .951 | 4 |

Brand Evaluation:

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .873 | .882 | 4 |

Situational Congruency:

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .888 | .889 | 3 |

Credibility:

- **Trustworthiness:**

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .931 | .931 | 5 |

- **Attractiveness:**

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .861 | .819 | 5 |

- **Expertise**

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .912 | .914 | 5 |

Interpretation of Chronbach Alpha:

Therefore, with the use of Chronbach alpha, it was seen that all the variables used in the study are reliable and can be used in this research paper.

Descriptive Statistics

| | | Statistics | | | | | |
|----------------|---------|-------------------|----------|---------------|------------|-----------|-------------|
| | | PI_FINAL | BF_FINAL | CONNECT_FINAL | Eval_FINAL | SIT_FINAL | CREDIBILITY |
| N | Valid | 147 | 147 | 147 | 147 | 147 | 147 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.7234 | 3.9070 | 2.7704 | 3.4932 | 3.7370 | 4.0925 |
| Std. Deviation | | 1.05653 | .88775 | 1.35501 | 1.03158 | .90427 | .64892 |

Interpretation of Descriptive Statistics:

It is known that if standard deviation is higher, the variables are more far apart and if standard deviation is lower, the variables are closer. It is considered that lower the standard deviation, better it is. Brand event fit, situational congruency and credibility have a better result in comparison to Purchase Intention, Self-brand connection and brand evaluation.

T-test

For Gender with Purchase Intention and Gender with Self brand connection

Gender with Purchase Intention

| Group Statistics | | | | | |
|-------------------------|--------|----|--------|----------------|-----------------|
| | Gender | N | Mean | Std. Deviation | Std. Error Mean |
| PI_FINAL | Female | 69 | 3.5845 | 1.10318 | .13281 |
| | Male | 78 | 3.8462 | 1.00460 | .11375 |

| Independent Samples Test | | | | | | | | | | |
|---------------------------------|-----------------------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|--------|
| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | 95% Confidence Interval of the Difference | |
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | Lower | Upper |
| PI_FINAL | Equal variances assumed | 1.914 | .169 | -1.505 | 145 | .135 | -.26161 | .17386 | -.60524 | .08201 |
| | Equal variances not assumed | | | -1.496 | 138.527 | .137 | -.26161 | .17486 | -.60736 | .08413 |

Interpretation:

It can be seen that the groups are not significantly different since the sig(2-tailed) value is greater than 0.05. If we see the group statistics, we must notice that higher the standard error, higher the chances are of the hypothesis being accepted because the sig. value will be lesser. The standard error must be less in order for the hypothesis to be accepted.

Gender with Self brand connection

Group Statistics

| | Gender | N | Mean | Std. Deviation | Std. Error Mean |
|---------------|--------|----|--------|----------------|-----------------|
| CONNECT_FINAL | Female | 69 | 2.4746 | 1.33542 | .16077 |
| | Male | 78 | 3.0321 | 1.32616 | .15016 |

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 |
| CONNECT_FINAL | Equal variances assumed | .070 | .792 | -2.535 | 145 | .012 | -.55741 | .21989 | -.99202 | -.12281 |
| | Equal variances not assumed | | | -2.534 | 142.573 | .012 | -.55741 | .21998 | -.99227 | -.12256 |

Interpretation:

It can be seen that the groups are not significantly different since the sig(2-tailed) value is greater than 0.05. If we see the group statistics, we must notice that higher the standard error, higher the chances are of the hypothesis being accepted because the sig. value will be lesser. The standard error must be less in order for the hypothesis to be accepted.

Path analysis table

| Hypnotized path | S.E. | C.R. | P |
|---|------|-------|------|
| Brand Event Fit <--- Credibility | .093 | 8.363 | *** |
| Self-Brand Connection <--- Credibility | .182 | 4.224 | *** |
| Self-Brand Connection <--- Brand Event Fit | .133 | 2.198 | .028 |
| Situational Congruency <--- Credibility | .102 | 1.741 | .082 |
| Situational Congruency <--- Brand Event Fit | .071 | 7.127 | *** |

| Hypnotized path | | | S.E. | C.R. | P |
|------------------------|------|------------------------|------|--------|------|
| Situational Congruency | <--- | Self-Brand Connection | .044 | 3.767 | *** |
| Brand Evaluation | <--- | Brand Event Fit | .080 | .543 | .587 |
| Brand Evaluation | <--- | Self-Brand Connection | .045 | 10.907 | *** |
| Brand Evaluation | <--- | Situational Congruency | .084 | 2.782 | .005 |
| Purchase Intention | <--- | Brand Evaluation | .057 | 14.939 | *** |
| Purchase Intention | <--- | Brand Event Fit | .066 | -1.531 | .126 |

Chi-square = 7.204

Degrees of freedom = 4

Probability level = .126

GFI = 0.984

AGFI = 0.918

PGFI = 0.187

NFI = 0.986

RFI = 0.947

RMSEA = 0.074

Interpretation and Hypothesis Testing:

Brand Event Fit:

H1: Brand fit has a direct and positive impact on brand evaluation

H2: Brand fit has a direct and positive impact on purchase intention

H3: Brand fit has a direct and positive impact on self-brand connection

H4: Brand fit has a direct and positive impact on situational congruency

Interpretation:

It can be seen here that brand fit has a direct and positive impact on self-brand connection and situational congruency but it doesn't show the same behaviour on brand evaluation, purchase intention. This is because, the p value must be less than 0.05 in order to be accepted. The possible reasons could be that interpreted through existing literature as well. It is possible that the brand event fit does not have a direct impact on purchase intention of the consumer

as consumers may not consider the fit as a prominent driving factor. It is also possible that the consumers do not evaluate the brand on the basis of the brand event fit in the movie.

Self-Brand Connection:

H5: Self brand connection has a direct and positive impact on situational congruency

H6: Self brand connection has a direct and positive impact on Brand evaluation

Interpretation:

It can be concluded that Self- brand connection has a positive and direct impact on situational congruency and brand evaluation. This is possible because the connection the consumers may form with the brand is dependent on the situation of brand placement in the movie.

Situational Congruency

H7: Situational Congruency has a direct and positive impact on Brand evaluation

Interpretation:

It can be concluded that situational congruency has a direct and positive impact on brand evaluation. This can be further strengthened as it is possible that the brand gets noticed because of it's correct placement in the scene and situational congruency exists and this thereby also determines the evaluation the consumers do of the brand.

Brand Evaluation

H8: Brand Evaluation has a direct and positive impact on purchase intention

Interpretation:

It can be interpreted here that Brand evaluation has a direct and positive impact on purchase intention. This can be strengthened by the fact that if the person evaluates the brand positively, they are more likley to have a purchase intention towards the brand/product.

Credibility:

H9: Credibility has a direct and positive response on brand fit

H10: Credibility has a direct and positive response on self- brand connection

H11: Credibility has a direct and positive response on Situational Congruency

Interpretation:

It can be also observed from previous literature that credibility has a direct and positive response on brand event fit and self-brand connection but it does not show the same behaviour for situational congruency because the p value is greater than 0.05. The reason for this maybe that the endorser's credibility does not have any effect on the congruence of the situation and brand placement. Credibility of the endorser plays a crucial role and has a positive impact on the brand event fit in the movie, self-brand connection towards the brand and on the situational congruency.

Recommendations and Limitations:

It is recommended for future research that a larger sample size is taken for perhaps more accurate results. It is also recommended that the data collection and research design be conducted in an offline and face to face manner in order to reduce any discrepancies. Since in this study, Hritik Roshan and Mountain Dew were both famous brands, and both with a possible positive image, it can be noted that perhaps taking a different actor and brand or even movie may result in a different result. For future findings, researchers should look into brand attitude as a variable as well to determine the influence of product placement in movies.

The study has a relatively small sample size. Since the research was conducted online due to the Pandemic, some bias or discrepancies in the responses may have occurred. The study does not take into account attitude as a variable. The study also uses the video clip from movie *Zindagi Na Milegi Dobara* which is a fairly famous movie with positive reviews and also the video clip shown has Hritik Roshan. Therefore, it is important to note that there might be a bias towards the movie and Hritik Roshan in the minds of the consumer.

Conclusion:

As the study suggests, it can be seen that credibility of endorser, brand evaluation, self- brand connection with the brand and other variables do have an impact on the purchase intention towards products placed in movies. It is essential for marketers to utilize this channel of advertising wisely. If done wisely, product placement can have a positive impact on the purchase intention of the consumer towards the brand and product. A lot of further research is required in this field in order to help marketers make the right decisions and gain the most benefit while placing products in movies.

Appendix

Questionnaire for data collection:

A movie clip was displayed to be seen before answering the questionnaire. The clip was from *Zindagi na milegi Dobara* wherein, the scene shown had Hritik Roshan using Mountain Dew.

ATTITUDE:

What is your attitude towards Mountain Dew

1. Bad 1 2 3 4 5 Good
2. Unpleasant 1 2 3 4 5 Pleasant
3. Unfavourable 1 2 3 4 5 Favourable

ENDORSER CREDIBILITY:

Trustworthiness

What do you think about the trustworthiness of Hritik Roshan

1. Unreliable 1 2 3 4 5 Reliable
2. Dishonest 1 2 3 4 5 Honest)
3. Untrustworthy 1 2 3 4 5 Trustworthy
4. Undependable 1 2 3 4 5 Dependable
5. Insincere 1 2 3 4 5 Sincere

Attractiveness

What is your opinion on Hritik Roshan's Attractiveness

1. Unattractive 1 2 3 4 5 Attractive
2. Not Classy 1 2 3 4 5 Classy
3. Ugly 1 2 3 4 5 Beautiful
4. Plain 1 2 3 4 5 Elegant
5. Not Sexy 1 2 3 4 5 Sexy

Expertise

What do you think about Hritik Roshans's expertise

1. Unqualified 1 2 3 4 5 Qualified
2. Not an Expert 1 2 3 4 5 Expert
3. Inexperienced 1 2 3 4 5 Experienced
4. Unknowledgeable 1 2 3 4 5 Knowledgeable
5. Unskilled 1 2 3 4 5 Skilled

ENDORSER BRAND FIT

What do you think about Fit between Hritik Roshan and Mountain Dew

1. No match 1 2 3 4 5 Match
2. Inappropriate combination 1 2 3 4 5 Appropriate
3. Dissimilarity 1 2 3 4 5 Similar

SELF-BRAND CONNECTION:

Likert scale

1. Mountain Dew is a part of myself

1 2 3 4 5

2. I have a special bond with Mountain Dew

1 2 3 4 5

3. I feel a personal connection to Mountain Dew

1 2 3 4 5

4. Mountain Dew is an important indication of who I am

1 2 3 4 5

BRAND EVALUATION:

Likert scale

1. I would recommend Mountain Dew to friends

1 2 3 4 5

2. I talk to other people this brand

1 2 3 4 5

3. Mountain Dew is a strong brand

1 2 3 4 5

4. Mountain Dew is a likeable brand

1 2 3 4 5

SITUATIONAL CONGRUENCY

Do you think that there is a congruency between the situation and brand placement

1. No match 1 2 3 4 5 Match
2. Inappropriate combination 1 2 3 4 5 Appropriate
3. Dissimilarity 1 2 3 4 5 Similar

PURCHASE INTENTION

Would you consider purchasing Mountain Dew

I would like to try Mountain Dew (likely/unlikely)

I would actively seek out Mountain Dew in the market (likely/unlikely)

I would patronise Mountain Dew (likely/unlikely)

Demographic Variable Questions

Name *

Age *

Below 18

18-25

Above 25

Gender *

Female

Male

Others

Employment *

Homemaker

Business Person

Working

Student

Education Qualification *

School Student

College Student

College Graduate

Post Graduate

Other

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