

YOUTH ENGAGEMENT WITH PRODUCT PLACEMENT IN INDIA

**- An Analysis of Attitudes and Media Influences on
Perceptions & Buying Intentions**

Rashmi Chaudhry



**Department of Management Studies
Indian Institute of Technology delhi**

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Perceptions & Buying Intentions**

by

Rashmi Chaudhry

Department of Management Studies

Submitted

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Certificate

This is to certify that the thesis titled **“YOUTH ENGAGEMENT WITH PRODUCT PLACEMENT IN INDIA - An Analysis of Attitudes and Media Influences on Perceptions & Buying Intentions”** being submitted by Ms. **Rashmi Chaudhry** to the Indian Institute of Technology Delhi for the award of the degree of Doctor of Philosophy is a bona fide record of the research work carried out by him under my supervision and guidance. In my opinion, the thesis work has reached the requisite standard, fulfilling the requirements of the said degree. The thesis results have not been submitted, in part or full, to any other University or Institute for the award of any degree or diploma.

Dr. Mahim Sagar

Department of Management Studies Indian Institute of Technology Delhi New Delhi – 110016

India

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Abstract

This research strives to gain practical and useful insights into the underlying factors that shape the attitude of consumers, especially youth, towards product placement, and the influence of media upon their perceptions and buying intentions with the express purpose of arriving at a model to incorporate these factors judiciously into devising the optimal placement strategy from the standpoint of a company.

To this end, primary data has been obtained, mainly through offline mode, and supplemented with data obtained through the online mode.

This being qualitative research, the extant literature has been utilized to obtain useful insights into various aspects of product placement, especially those about the behavior of youth in the context. Despite rich literature on this aspect, a holistic view covering the entire gamut of significant variables, that affect the attitude of youth toward product placement, has not received due prominence. The major part of rigorous high-quality research on product placement has been carried out in developed countries, which has limited relevance in the Indian scenario. Moreover, relevant research pertaining to Indian youth, in the context of Bollywood (India's Hindi film industry based in Mumbai) film industry, lacks severely in terms of depth of analysis and rigor. Cognizing the fact, established through the literature review, that no reliable and systematic data is available on the subject, the pragmatic approach of using primary data is adhered to in this research.

Since it is established that product placement is about the long-term benefits, the attitude of the younger generation becomes more significant, because the present value of their long-term

purchasing power is higher than that of any other demographic group. Hence, the focus of the study is on the youth in this study. The results of the study of various aspects of product placement from the perspective of the youth would enable the decision makers to devise suitable strategies for the enhancement of acceptability of product placement among youth and foster the development of an approach that would meet the aesthetic requirements of the consumers.

The collateral benefits of the study would enable the design of practicable methods that would enable the product placement industry to enhance the value addition provided through its service to the client firms.

Marketing professionals agree that the clutter and intense competition in the advertising scenario has made the task of designing the optimal advertising plan a complex activity and product placement offers an attractive alternative, offering better returns on investment, especially for brand building and consumer engagement in the long run. Product placement in itself is not a novel idea for marketers- it has been prevalent since the advent of radio. What is relevant in this context is that there is still insufficient research in this area and that a sound product placement strategy, based on meticulous research, can lend a competitive advantage to an individual firm.

An expansion of the product placement activity in India, fueled by scientifically valid inputs, would benefit all stakeholders, including individual firms that are seeking a larger market share in the industry, to which they belong. It is these inputs backed by reliable primary data that this work endeavors to provide.

KEYWORDS: Product Placement, Marketing, Media, Movie, Advertising, Bollywood, Youth

सारांश

यह शोध उपभोक्ताओं, विशेष रूप से युवाओं, के उत्पाद प्लेसमेंट के प्रति दृष्टिकोण को आकार देने वाले कारकों और मीडिया के उनके धारणाओं और खरीदारी इरादों पर प्रभाव को समझने के लिए व्यावहारिक और उपयोगी अंतर्दृष्टि प्राप्त करने का प्रयास करता है। इसका उद्देश्य इन कारकों को विवेकपूर्ण तरीके से शामिल करके एक ऐसा मॉडल विकसित करना है, जो कंपनी के दृष्टिकोण से इष्टतम प्लेसमेंट रणनीति बनाने में मददगार हो।

इस उद्देश्य की प्राप्ति के लिए मुख्यतः ऑफलाइन माध्यम से प्राथमिक डेटा प्राप्त किया गया है और इसे ऑनलाइन माध्यम से प्राप्त डेटा के साथ पूरक किया गया है। चूंकि यह गुणात्मक शोध है, इसलिए विभिन्न पहलुओं पर उपयोगी अंतर्दृष्टि प्राप्त करने के लिए प्रासंगिक साहित्य का उपयोग किया गया है, विशेष रूप से उन पहलुओं पर जो इस संदर्भ में युवाओं के व्यवहार से संबंधित हैं। हालांकि इस विषय पर समृद्ध साहित्य उपलब्ध है, लेकिन उत्पाद प्लेसमेंट के प्रति युवाओं के दृष्टिकोण को प्रभावित करने वाले महत्वपूर्ण चर के संपूर्ण पहलुओं को शामिल करने वाला समग्र दृष्टिकोण अब तक उपयुक्त महत्व प्राप्त नहीं कर पाया है। उत्पाद प्लेसमेंट पर उच्च गुणवत्ता वाला शोध मुख्यतः विकसित देशों में किया गया है, जिसका भारतीय परिप्रेक्ष्य में सीमित प्रासंगिकता है। इसके अतिरिक्त, भारतीय युवाओं के संदर्भ में बॉलीवुड (मुंबई स्थित भारत की हिंदी फिल्म उद्योग) फिल्म उद्योग से संबंधित प्रासंगिक शोध, विश्लेषण की गहराई और कठोरता के मामले में काफी हद तक कमी दर्शाता है। साहित्य समीक्षा से यह स्थापित हुआ है कि इस विषय पर कोई विश्वसनीय और व्यवस्थित डेटा उपलब्ध नहीं है। इस तथ्य को ध्यान में रखते हुए, इस शोध में प्राथमिक डेटा के व्यावहारिक दृष्टिकोण को अपनाया गया है।

चूंकि यह स्थापित है कि उत्पाद प्लेसमेंट दीर्घकालिक लाभों से संबंधित है, इसलिए युवा पीढ़ी का दृष्टिकोण अधिक महत्वपूर्ण हो जाता है, क्योंकि उनकी दीर्घकालिक क्रय शक्ति का वर्तमान मूल्य किसी अन्य जनसांख्यिकीय समूह की तुलना में अधिक है। इसलिए, इस अध्ययन में मुख्य ध्यान युवाओं पर केंद्रित है। युवाओं के दृष्टिकोण से उत्पाद प्लेसमेंट के विभिन्न पहलुओं का अध्ययन करने के परिणाम निर्णय निर्माताओं को युवाओं के बीच उत्पाद प्लेसमेंट की स्वीकृति बढ़ाने और उपभोक्ताओं की सौंदर्य आवश्यकताओं को पूरा करने के लिए एक दृष्टिकोण विकसित करने में सक्षम बनाएंगे। अध्ययन के सहायक लाभ यह भी होंगे कि यह उत्पाद प्लेसमेंट उद्योग को अपने सेवा मूल्य में सुधार लाने के लिए व्यावहारिक विधियों को डिज़ाइन करने में मदद करेगा। विपणन पेशेवर इस बात से सहमत हैं कि विज्ञापन परिदृश्य में भीड़भाड़ और तीव्र प्रतिस्पर्धा ने इष्टतम विज्ञापन योजना तैयार करने के कार्य को एक जटिल गतिविधि बना दिया है, और उत्पाद प्लेसमेंट एक आकर्षक विकल्प प्रदान करता है, जो दीर्घकालिक ब्रांड निर्माण और उपभोक्ता सहभागिता के लिए बेहतर निवेश प्रतिफल देता है।

उत्पाद प्लेसमेंट अपने आप में विपणक के लिए कोई नया विचार नहीं है - यह रेडियो के आगमन के समय से ही प्रचलित रहा है। इस संदर्भ में प्रासंगिक यह है कि इस क्षेत्र में अभी भी अपर्याप्त शोध है और यह कि एक ठोस उत्पाद प्लेसमेंट रणनीति, जो सटीक शोध पर आधारित हो, एक व्यक्तिगत फर्म को प्रतिस्पर्धात्मक लाभ प्रदान कर सकती है। भारत में उत्पाद प्लेसमेंट गतिविधि का विस्तार, वैज्ञानिक रूप से वैध इनपुट्स द्वारा प्रेरित होकर, उन

सभी हितधारकों को लाभान्वित करेगा, जिनमें वे व्यक्तिगत फर्में शामिल हैं, जो अपने उद्योग में बड़े बाजार हिस्से की तलाश कर रही हैं। यह शोध इन्हीं विश्वसनीय प्राथमिक डेटा से समर्थित इनपुट्स को प्रदान करने का प्रयास करता है।

मुख्य शब्द: उत्पाद प्लेसमेंट, विपणन, मीडिया, फिल्म, विज्ञापन, बॉलीवुड, युवा

Contents

	Topic	Page No.
	Abstract	iii
	List of Figures	xii
	List of Tables	xiv
	List of Movie Stills	xvii
Chapter		
1	INTRODUCTION	1
	Product Placement – An Overview	4
	The Historical Perspective	9
	Need for the Study	15
2	LITERATURE REVIEW	18
	Definition of Product Placement	18
	Variables Affecting Effectiveness of Product Placement	21
	Reaction of Consumers to Alternate Strategies of Product Placement	27

Placement Modality	31
Modality and Plot Connection Congruence	34
Effectiveness of Product Placement in Movies	35
Product Placement in Bollywood Movies	40
Effectiveness of Product Placement in Television	42
Comparison of Product Placement in Television Programs and Movies	45
Problems Associated with Product Placement	48
Fusion of Entertainment and Advertising	49
Product Placement as Part of an Integrated Marketing Plan	52
Ethical Issues in Product Placement and Regulation	54
Effect of Product Placement upon Culture	58
B2B Product Placement	61
Future of Product Placement	61
Technology in Product Placement	62
Expanded Role of Product Placement	65
Summary of Literature Survey	67

3	RESEARCH OBJECTIVES and METHODOLOGY	80
	Research Questions	80
	Research Objectives	81
	Methodology	82
	Selection of Tools and Techniques	85
	Sampling Methodology	86
	Qualitative Study	87
	Sampling and Data Collection	88
4	DATA ANALYSIS and INTERPRETATION	108
	Factor 1: Placement Recall	111
	Factor 2: Product Placement Features	118
	Factor 3: Enjoyment from Product Placement	126
	Factor 4: Product Placement Preference	133
	Factor 5: Persuasion of Product Placement	141
	Factor 6: Placed Product Characteristics	149
	Factor 7: Movie Features	156

5	RESULTS and DISCUSSION	165
	Effect of Placement Recall upon Effectiveness of PP	170
	Commercial Success of the Movie	170
	Movie Director	170
	Movie Viewing Pleasure	173
	Interest in Placement	173
	Placement Fondness	174
	Awareness of Placement	174
	Recall with Friends	175
	Effect of PP Features upon Effectiveness of PP	175
	Placement Modality	176
	Plot Connection Congruence	177
	Product Placement Creativity	178
	Product Placement Realism	179
	Effective Frequency	179
	Duration of Placement	180
	Intrusiveness of Placement	181

Audio-Visual Preference	182
Product Placement Prominence	183
Degree of Clutter	184
Effect of Enjoyment upon Effectiveness of PP	184
Age Group	184
Gender	185
Comparison with Isolated Placement	185
Comparison with Advertisement	186
Abhorrent Features of Product Placement	187
Movie Realism	189
Effect of Preferences upon Effectiveness of PP	189
Visual-Verbal Mode	189
Verbal Only Mode	200
Visual Only Mode	200
Advantage over Advertisement	200
Information Accuracy	200

Authenticity	191
Celebrity Endorsement	191
Information Value	191
Effect of Persuasion upon Effectiveness of PP	192
Educational Level	192
Integration with Script	192
Economic Consideration	193
Placement Novelty	193
Placement Obtrusiveness	193
Sin Goods	195
Placement Disclosure	195
Effect of Product Characteristics upon Effectiveness of PP	196
Brand Popularity	196
Brand Strength	197
Product Category	198
Product Utility	198

	Maleficent Goods	199
	Conspicuous Consumption	200
	Effect of Movie Features upon Effectiveness of PP	200
	Movie Genre	200
	Movie Likability	202
	Personalisation	202
	Privacy Erosion	203
	Entertainment Effect	203
	Celebrities in Negative Roles	203
	Star Likeability	204
6	CONCLUSIONS and RECOMMENDATIONS	205
	LIMITATIONS of the STUDY	210
	SCOPE for FURTHER RESEARCH	211
	References	212
	Annexure I: Survey Questionnaire	235
	Annexure II: AMOS Outputs	242

LIST OF FIGURES

	<i>Page No.</i>
Figure 1.1 Global Product Placement Annual Growth 2017-22	12
Figure 1.2 Global Product Placement Revenues 2016-22	13
Figure 1.3 Share of Global Product Placement Revenues by Channel, 2021	13
Figure 1.4 Global Product Placement Revenue Growth by Channel, 2021	14
Figure 2.1 Matrix to Measure Effectiveness of Placement	25
Figure 2.2 Relationship between the Year of Release of the Movie and the Returns Generated	36
Figure 3.1 Research Methodologies applied to each Research objective	82
Figure 3.3 TISM Model for Effectiveness of Product Placement	102
Figure 4.1 Measurement Model for Placement Recall	116
Figure 4.2 Measurement Model for Product Placement Features	123
Figure 4.3 Measurement Model for Enjoyment	131
Figure 4.4 Measurement Model for Preferences	138
Figure 4.5 Measurement Model for Product Placement Persuasion	146
Figure 4.6 Measurement Model for Placed Product Characteristics	153

Figure 4.7 Measurement Model for Movie Features	161
Figure 5.1 SEM-based Product Placement Effectiveness Model	166
Figure 5.2 Revised SEM-based Product Placement Effectiveness Model	167
Figure 5.3 Most Creative Product placements reported by Survey respondents	176
Figure 5.4 Most Disliked Bollywood Product Placements	185
Figure 5.5 Product Placements Ranked by Respondents	193
Figure 5.6 Ranking of Product Categories	195
Figure 5.7 Ranking of Movie Genres	198

LIST OF TABLES

Page No.

Table 2.1 Overview of Product Placement Definitions	17
Table 2.2 Assessing Product Placement Efforts	21
Table 3.1 Factors and Items	97
Matrix 4.1 Interaction Matrix	107
Matrix 4.2 Interpretative Interaction Matrix	109
Table 4.1 KMO and Bartlett's Test for Placement Recall	111
Table 4.2 Total Variance Explained for Placement Recall	112
Table 4.3 Reliability Statistics for Placement Recall	113
Table 4.4 Rotated Component Matrix for Placement Recall	114
Table 4.5 Fit Indices for Placement Recall	115
Table 4.6 CFA Factor Loadings for Placement Recall	117
Table 4.7 KMO and Bartlett's Test for Product Placement Features	119
Table 4.8 Total Variance Explained for Product Placement Features	120
Table 4.9 Reliability Statistics for Product Placement Features	121
Table 4.10 Rotated Component Matrix for Product Placement Features	122
Table 4.11 Fit Indices for Product Placement Features	123
Table 4.12 CFA Factor Loadings for Product Placement Features	124

Table 4.13 KMO and Bartlett's Test for Enjoyment	126
Table 4.14 Total Variance Explained for Enjoyment	127
Table 4.15 Reliability Statistics for Enjoyment	129
Table 4.16 Rotated Component Matrix for Enjoyment	129
Table 4.17 Fit Indices for Enjoyment	130
Table 4.18 CFA Factor Loadings for Enjoyment	131
Table 4.19 KMO and Bartlett's Test for Product Placement Preferences	133
Table 4.20 Total Variance Explained for Product Placement Preferences	134
Table 4.21 Reliability Statistics for Product Placement Preferences	136
Table 4.22 Rotated Component Matrix for Product Placement Preferences	136
Table 4.23 Fit Indices for Product Placement Preferences	137
Table 4.24 CFA Factor Loadings for Product Placement Preferences	139
Table 4.25 KMO and Bartlett's Test for Persuasion	141
Table 4.26 Total Variance Explained for Persuasion	142
Table 4.27 Reliability Statistics for Persuasion	144
Table 4.28 Rotated Component Matrix for Persuasion	144
Table 4.29 Fit Indices for Persuasion	145
Table 4.30 CFA Factor Loadings for Persuasion	147

Table 4.31 KMO and Bartlett’s Test for Product Characteristics	149
Table 4.32 Total Variance Explained for Product Characteristics	150
Table 4.33 Reliability Statistics for Product Characteristics	151
Table 4.34 Rotated Component Matrix for Product Characteristics	152
Table 4.35 Fit Indices for Product Characteristics	153
Table 4.36 CFA Factor Loadings for Product Characteristics	154
Table 4.37 KMO and Bartlett’s Test for Movie Features	156
Table 4.38 Total Variance Explained for Movie Features	157
Table 4.39 Reliability Statistics for Movie Features	159
Table 4.40 Rotated Component Matrix for Movie Features	159
Table 4.41 Fit Indices for Movie Features	160
Table 4.42 CFA Factor Loadings for Movie Features	161
Table 5.1 Fit Indices for Product Placement Efficiency	164
Table 5.2 Standardized Regression Weights for SEM Based	165
Product Placement Efficiency Model	
Table 5.3 Number of Persons from Different Age Groups Who Recalled	181
Popular Product Placements	
Table 5.4 Products Purchased by Respondents after Watching their Placement	192

LIST OF MOVIE STILLs

	<i>Page No.</i>
Still 1.1 Placement of Saffola in <i>Ki and Ka</i>	6
Still 1.2 Placement of Bournvita in <i>Koi Mil Gaya</i>	6
Still 1.3 Placement of Suzuki Bikes in <i>Dhoom (2004)</i>	7
Still 1.4 Title Card of <i>Man against Crime</i> featuring Camel Cigarettes	10
Still 1.5 Placement of Z3 Roadster in <i>Golden Eye (1995)</i>	10
Still 2.1 Placement of Minute Maid in <i>Seinfeld</i>	32
Still 2.2 Placement of Vodafone in <i>Big Boss (Season 4)</i>	44
Still 2.3 Music Videos that are actually Advertisements: Left-Pepsi, Right-Coca Cola	49
Still 2.4 Placement of Courier Brand FedEx in <i>Cast Away</i>	60
Still 5.1 Placement of Tide in <i>Chup Chup Ke</i>	169
Still 5.2 Placement of Parle G in <i>Abra ka Dabra</i>	178
Still 5.3 Placement of Coca-Cola in <i>Taal</i>	180
Still 5.4 Alia Bhat using Kama Ayurveda in <i>Darlings</i>	184
Still 5.5 Placement of Maruti Suzuki in <i>Mere Dad ki Maruti</i>	184