



Tactical practices of product placement: Influence on the film viewers

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Abstract

The Indian audience wants a happy ending in the story where all problems are fixed by the male protagonist of the film. After liberalisation in 1991, foreign investors started to invest money in the Indian market. Globalization also affected entertainment industries too were brand promotion activity started on a mass level with the tactical joint venture with production houses. Bollywood films in 21st century generate 100 crores at Box office known as Blockbuster films. In 2008, Ghajini was first the film to generate 114.00 Crore at Box office. In 2014, eight films successfully registered as Blockbuster till November is Jai Ho, 2 States, Holiday: A Soldier Is Never Off Duty, Ek Villain, Kick, Singham Returns, Bang Bang!, and Happy New Year and PK.

Keywords: product placement, in-film branding, bollywood, blockbuster, films, corporate bodies

Introduction

In 2012, Patil and Bisoyi published the article on Product placement in movies: A way of brand promotion says that "The Indian audience has always been emotionally involved with onscreen actors and it has always been looked to the actors and actresses for new trends, fashions and hairstyles". Understanding this psychologically phenomena corporate bodies and production houses started to practices placing their brands in hand of the actor and actress, in the background of the scene and tactically in the song's lyrics and dialogue of the films (Mathur & Goswami, 2012) ^[16]. The Bollywood is known for Hindi cinema have a different season, mood, conflict between class, caste, and religious, where at the end of films all the conflict is solved by leading male and female protagonists seen by 1.4 percent of the Indian population (Bose, 2006) ^[2]. In the year 1998 government of Indian gave Bollywood as industry status, which brings major change in getting financial support from leading institutions (Chopra, 2007). Gupta and Gould (1997) ^[9] define product placement is a partnership between corporate bodies and production houses that "involves incorporating brands in movies in return for money or some promotional or other consideration" (p.37). Scholar says films can by become a potential form of Brand promotion activity on National as well as an International platform (Gould, Gupta & Grabner-Krauter, 2000) ^[9]. The tactical partnership in Bollywood is not new phenomena, it has mark from when international cold drink brand Coco-Cola in films Shree 420 (1955), Shell petrochemicals in Chalti Ka Naam Gaadi (1958), Bournvita in Raaz 1967), Coco-Cola brand in Evening in Paris (1967), Wills cigarette in Johny Mera Naam (1970), Coco-Cola, Lipton tea, and vegetable ghee Dalda in Bawarchi (1975), and Rishi Kapoor and Dimple Kapadia was shown in Bobby (1975) drive yellow colour Rajdoot motorbike (Kripalani, 2006; Gokhale, 2010; Rathi *et al.*, 2012) ^[14, 8, 21]. Later these practices continue in end of 20's century, where in Maine Pyar Kiya (1989) number of brands

appeared are Colgate toothpaste, Old Spice Shaving cream, Sumeet mixer grinder, Elf motorbike oil, Mango Frooti, Mahindra Jeep, Tata trucks and vegetable ghee Dalda. Even new product Stroh's beer was launch through tactical event placement in Blockbuster film Dilwale Dulhaniya Le Jayenge (1995) where Shah Rukh Khan was doing night party with his friends and says, I am going to set up a beer factory in India pointing red beer cane to his friends. Understanding this tactical phenomena corporate bodies and production houses started to practice three modes of the strategy:

- 1. Implicit product placement mode:** Brand or products make an appearance within the content without being formally mentioned by the character in a prominent or subtle mode in the background. Placement passively takes place, without informing the positive character of the product.
- 2. Integrated Explicit product placement mode:** Brand or products make an appearance within content by actively being mentioned by the character. Active mode informs the positive attributes of product which benefit the viewer.
- 3. Non-Integrated Explicit product placement mode:** Brand or products formally make appearances within content by character. However, placement is not integrated within the contents. In the content, the name of sponsor's may be present in different stages of story or event (D'Astous & Seguin, 1999) ^[6].

Tactical product placement in 2014 Blockbuster films

In 2008, Ghajini was first the film to generate 114.00 Crore at Box office. In 2014, nine films successfully registered as Blockbuster is Jai Ho, 2 States, Holiday: A Soldier Is Never Off Duty, Ek Villain, Kick, Singham Returns, Bang Bang!, Happy New Year, and PK. The year started with first film Salaman Khan Jai Ho collected 116 crores at the box-office, the tactical featured promoted brand were Suzuki Inazuma which was driven by the actor through the storylines

(Dailybhaskar.com, 2014) [7]. The second film was 2 States collected 102.13 crores at the box-office, the tactical featured brand was Yes bank, Coco-Cola Maaza, and Sunsilk. Alia Bhatt got placed by HUL in the film as Brand manager for Sunsilk. The Sunsilk lunch their new “Sunsilk Natural Recharge” through the film, where general manager, hair care, HUL.

Srinandan Sundaram says, “We explained to Dharma (Productions) in detail the personality of the character and worked on certain scenes where the brand could come in. We got detailed character sketches which were in sync with the brand values. Everything else just flowed” (Shah, 2014) [23]. The third film Holiday: A Soldier Is Never Off Duty collected 112.18 crores at box-office where Ayurwin Nutrigain associated with television promo and poster typography of film was matched with company typography. The fourth film was Ek Villain collected 105.62 crores at the box-office, where featured brands were Royal Enfield, Mahindra Jeep, Fujifilm, WeChat, Lawman Pg3 Men, Apollo Hospitals, Tata trucks, and ABV news. The fifth has Kick collected 231.85 crores at the box-office, where featured brands were Beetle car, HP Petroleum, Being Human, Apple MacBook, Apple iPhone, Mother Dairy ice cream, SMIRNOFF Vodka, Suzuki sports bike, and Armani Jackets. The sixth film was Singham Returns collected 140.62 crores at the box-office, where featured brands were Tata Motors vehicles, Mahindra, CEAT and Ray Bann glass. The Tata motors had chosen the tactical route of product placement to place their product like SUV Safari Storme, Sumo, Aria, Sumo Grande, Xenon and Nano. The camera prominently focuses and followed CEAT tyre in

the film the Nitish Bajaj, Vice-President, Marketing, CEAT Ltd says, “SUV tyre is one of our key focus categories and we have recently concluded a successful campaign for our SUV Tyres. In continuation of our earlier successful movie association with Dhoom 3, we are proud to be associated with Singham Returns movie franchise. Singham’s macho & dependable image is consistent with the Ceat SUV Tyres image and same can be seen coming out well in the movie as well” (Chavan, 2014) [5]. The seventh film Bang Bang! Collected 181.03 crores at the box-office, where brands were Vimal mouth fresher, PepsiCo Mountain Dew, Ray Bann glasses, Pizza Hut, Skoda car, Toyota car, and Johnson Tiles. The PepsiCo Mountain Dew associated with film promotion and they also launched “Heroes Wanted”, and in film dialogue, Hrithik Roshan says, “Darr Ke Aage Jeet Hai” (IANS, 2014) [11]. The eighth film was Happy New Year collected 203 crore at box office, where featured more than twenty brands was placed Renault Duster SUV, Lux Cozi vest, Lenovo computers, JW Marriott hotel, PNB MetLife, Nokia, Videocon, Western Digital hard disk, Tommy Hilfiger, Hitachi, Puma, Microsoft, Baskin Robbins, Atlantis, and Mad Over which earn 30 crore through tactical placement (Sharma & Dasgupta, 2014) [24]. And last film was PK collected 336.53 crore at box-office which is high revenue generated in Bollywood film industry, where the featured brands was Hero cycles, Samsung laptop, Maruti Suzuki cars, Reliance Metro station, Ankur salt, Adidas, Flair pens, Bright Kamasutra condoms, Fortis hospital, Vijay sales- TV showroom, Monster.com (Mobhani, 2013) [17].

Table 1: Overview of Select Literature on practices of product placement in films

Study	Dependent Variables	Method	Findings
Morton and Friedman	Correlation between product placement and usage behaviour	Survey method	Product which positive portrayals in the scene by celebrities can be recall.
Dens, Pelsmacker, Wouters, and Purnawirawan	Effectiveness of prominence placement and plot connection of brand appearance	Field Experimental	Prominently placed brand had positive recall in audience mind, but weak plot connection of particular brand leave negatives impression.
Wiles and Danielova	Successful films is medium to advertise and promote the brands	Event Study	Character association is important phenomena to brand for future recall and need tie-up between corporate bodies and production houses.
Scott and Craig-Lees	Cognitive and emotional engagement with films and corporate bodies involvement in placement	Field-based quasi-experiment	Feel-good environment of films medium give additional benefit to promote the brands.
Yoon, Choi, and Song	Multitasking, product-plot integration effect	Experimental and control	Films placement can enhance the image of brands and but marketers should plan in advance stages.
Balasubramanian, Karrh, and Patwardhan	Develop an integrative conceptual model	Survey method	Product placement offers broad directions for corporates bodies and researcher.

Research Procedure

Objectives of the Study

1. To see the awareness of tactical product placement in Blockbuster films among general viewer from near around Manipal university campus and Jaipur Manipal university campus.
2. To see whether there is any difference in the recall behaviour between two different types viewer multiplex of Manipal and single screen of Jaipur.
3. To see the effectiveness of tactical product placement in term of buying behaviour of the general viewer.

Methodology

The study evaluates the influence on the film viewer of the modern tactical practices of product placement in Bollywood blockbuster film by the survey method.

Sample Profile

Target Audience

Student and Working Professional age between 18 to 37 above. In which 84 percent of the respondents from Manipal and Jaipur was from 18 to 22. Most of them came from middle-class and upper middle class backgrounds and

depended on their parents mainly for financial support as they are still in college and are yet to start working.

Sample Size

The hundred respondent from both city, where fifty respondents from Manipal multiplexes and fifty respondents from Jaipur single screen.

Geographical Location

Manipal, Karnataka and Jaipur Rajasthan.

Sample Technique

The sampling procedure adopted in this study was Purposive random sampling. According to Wimmer & Dominic (2011) "Purposive sampling is undertaken in mass media studies as the sample should be aware of the medium about, which the study is to be conducted (p.94)." In the present study, only respondents who have watched the blockbuster films have answered the questionnaire about tactical practices of product placement in films. The respondents were randomly approached in premises of the cinema hall where they are waiting for shows. The questionnaire for a survey was distributed on the weekend (Friday, Saturday and Sunday).

Data Collection Technique

The questionnaire was be divided into two parts in which part one consist of nine films table to tick mark and the second part consists profile of the sample and followed by the open and closed-ended question.

Selection Criteria of films

The films enter in Hundred Crore Club and number of brand appears in a different mode of the placement.

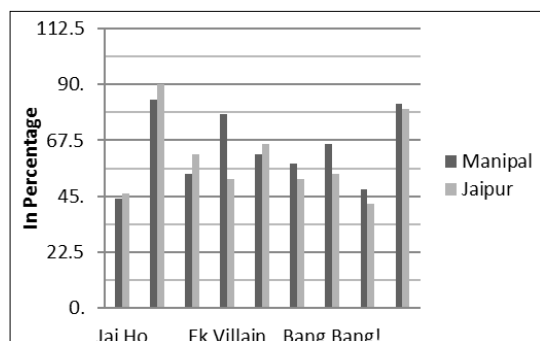
Films Selected

In 2014, nine films successfully registered as Blockbuster till are *Jai Ho*, *2 States*, *Holiday: A Soldier Is Never Off Duty*, *Ek Villain*, *Kick*, *Singham Returns*, *Bang Bang!*, *Happy New Year*, *PK*.

Method Used for Analysis of Data Collection

Microsoft Excel sheet was used for data input as code from, where tabulation has been done by the help of the master table. And later graph has been generated to find the figure and draw the conclusions.

Analysis, Interpretation and Discussion



Graph 1

In the list of 2014 blockbuster films, 2 States had been seen by 90 percent of the Jaipur audience and PK as marginal difference between Jaipur and Manipal audience respectively 80 percent and 82 percent.

Table 2: How often do you visit multiplexes to watch films?

	Once a week	Fortnightly	Once a month	More than a month
Manipal	20%	32%	32%	16%
Jaipur	6%	24%	34%	36%

In Manipal 20 percent of respondents watch films in multiplex frequently once a week in another side 34 percent respondents once a month and 36 percent respondents of more than a month watch films in the multiplex in Jaipur.

Table 3: Where do you generally watch Blockbuster films?

	In a movie theatre	on laptop	on TV	Any other medium
Manipal	64%	30%	6%	0%
Jaipur	56%	40%	4%	0%

In 21st century trends are changing were respondents shifting a watching behaviour from television to laptop, where 30 percent respondents in Manipal and 40 percent respondents in Jaipur watch blockbuster films of their devices. Moreover, higher percentage of respondents who watch films in a movie theatre from both places indicates a reason why nine films in 2014 generated hundred crores or more than that on box-office within a release of few weeks. PK with UA certificate become higher grosser at box-office with a figure of 333.81 crores in India and overseas 157.26 crores, and Happy New Year with U certificate generate revenue of 44.97 crores on opening day, weekend collections at box-office was 108.86 crore and total a revenue of 203 crore at box-office (2014 box office, 2015).

Table 4: Do you watch a Blockbuster film again and again?

	Always	Sometimes	Never
Manipal	2%	76%	22%
Jaipur	2%	82%	16%

The 82 percent respondents from Jaipur and 76 percent respondents from Manipal watch Blockbuster film sometimes stablish reason for corporate bodies to place their 126 products in 2001 successful Hollywood films (Wiles & Danielova, 2009) [25]. Moreover, Bollywood films in Krrish (2006) six brands, Jab We Met (2007) eight brands, and 3 idiots (2009) seven brand placed in it (Rathi, Pant, & Rathi, 2012) [21].

Table 5: What factors make you watch Blockbuster films?

	The Director	The Story	Music	Actor /Actress	Trailer /Promo	All of the above
Manipal	4%	46%	6%	2%	2%	40%
Jaipur	0%	38%	2%	8%	6%	46%

The 46 percent of respondents from Manipal and 38 percent of respondents from Jaipur gives indicates that storyline is crucial for any successful film in the 21st century, whereas in 20th century director and actor/actress play roles to get

success for films and they also know for trendsetters for Bollywood entertainment industry (Kripalani, 2006; Patil & Bisoyi, 2012) [14, 19].

Table 6: What kinds of films attract you most?

	Comedy	Action	Musical	Romance	Any other
Manipal	40%	20%	2%	18%	20%
Jaipur	36%	38%	4%	14%	8%

The films genre comedy and action with a percentage value of 40, 36, 20, and 38 attract respondents from both places Manipal and Jaipur have reason behind the success of nine films 2014. Where Jai Ho, Holiday: A Soldier Is Never Off Duty, Kicks, Singham returns, and Bang Bang! belongs to the action genre, Happy New Year, and PK belongs to comedy genre, and 2 States and Ek Villian belongs from romance had strong storyline has like by respondent from both places.

Table 7: Do you make a conscious attempt to identify brand being placed in these blockbuster films?

	Yes	No	Can't Say
Manipal	32%	46%	22%
Jaipur	44%	30%	26%

The 44 percent of Jaipur respondents and 32 percent of Manipal respondents conscious identify brands like Yes bank, Sunsil, Yes bank, Sunsil, Nikon, BMW, Apple, Dura cell, Mahindra Scorpio, Times of India, TATA, Odomos cream, Adidas, Coca-Cola, Nescafe, Johnson tiles, Scooty Pep, Pizza Hut, Mountain hut, Abercrombie & Fitch, CEAT tyres, Skoda, Being human, Hyundai cars, Maruti Suzuki cars, Puma, Samsung, Vicks, Nokia Lumia, Parle G, and Blackberry.

Table 8: How you do first came to know about brand promotion activity in films?

	On my own	Somebody suggested	Show on TV	Any other means
Manipal	56%	16%	22%	6%
Jaipur	54%	12%	34%	0%

The respondents from both place Manipal and Jaipur with the percentage value 56 and 54 well aware of brand promotion activity taking place in Bollywood films, because a high volume of the respondents from both places was student.

Table 9: Do you think brand promotion in film is better than direct advertising?

	Yes	No	Can't Say
Manipal	22 %	56%	22%
Jaipur	42%	32%	26%

The 42 percent respondents from Jaipur think brand promotion through a film is better than traditional forms of advertisement, in another side 56 percent respondents from Manipal still believe that traditional forms are better than an in-film advertisement.

Table 10: Do you think product that are placed in films are too clustered that it overshadows the script/action?

	In most films	In some films	In very few films	Not really
Manipal	12 %	30%	24%	34%
Jaipur	10%	42%	22%	26%

The story plays a significant role for the success of films, were is brand being placed in a film without apparent reason overshadows the scripts (Gupta & Lord, 1998; Kureshi & Sood, 2011; Mathur & Goswami, 2012; Singh 2013) [16, 13, 22]. The results indicate in the percentage value 42 from Jaipur respondents, and 30 percent of Manipal respondents were they said in some films scripts are overshadowing by tactical placement.

Table 11: Do you think product placed in the films help in advertising those products?

	Always	To great extent	To some extent	Not at all
Manipal	4%	16%	68%	12%
Jaipur	8%	38%	46%	8%

The respondents from both places percentage value of 68% and 46% think some extent films help to advertise a product which is placed in the films. Is concern for corporate bodies when the planning to place their brands in films because it can create a negative image in perceptual space of audience if it placed with a demand of stories (Karniouchina, Uslay & Erenburg, 2011).

Table 12: Are product which appears in films as part of the story more visible?

	Strongly agree	Agree	Disagree	Strongly disagree
Manipal	2%	66%	26%	6%
Jaipur	6%	60%	34%	0%

The products which appear in films as part of the story are visible according to 66 percent of Manipal respondents and 60 percent of Jaipur respondents. So these days corporate bodies are more eager to practices hyperactive mode of placement to get full advantage of a storyline (Agrawal & Dubey, 2013) [1].

Table 13: Do you think product placement in films can cut down investment on other forms of advertising?

	Yes	No	Can't Say
Manipal	40%	40%	20%
Jaipur	42%	32%	24%

The 40 percent of respondents from Manipal and 42 percent of respondents from Jaipur think that product placement can cut the down cost of advertisements on others traditional forms.

Table 14: Does the brand popularity increase if it is placed in films?

	Always	to great extent	to some extent	not at all
Manipal	2%	18%	64%	16%
Jaipur	10%	34%	44%	12%

The 34 percent respondents from Jaipur think that brand popularity increase if it is placed, in another side 64 percent respondents of Manipal and 44 percent respondents of Jaipur says to some extent brand popularity increase because audience emotionally engaged with story, character, and director in films (d' Astous & Séguin 1999)^[6].

Table 15: Do these brands promoted in films affect your lifestyle?

	Always	to great extent	to some extent	not at all
Manipal	6%	2%	44%	48%
Jaipur	4%	18%	42%	36%

The 48 percent respondents from Manipal and 36 percent respondents from Jaipur lifestyle do not affect the brand promoted by celebrities in a film. The corporate bodies and production houses should come with innovative ideas before placing their brands in films (Agrawal & Dubey, 2013)^[1]. The 18 percent of respondents from Jaipur says their lifestyle get affected by brands promotion activity in films.

Table 16: Have you bought a product after seeing in these films?

	Yes	No
Manipal	16%	84%
Jaipur	28%	72%

The 28 percent respondents from Jaipur says that they bought a product like Sunsilk shampoo, Samsung smartphone and Nokia Lumia phones etc. after seeing in 2014 Blockbuster films like, in other sides, 84 percent respondents from Manipal say they not.

Table 17: Have you suggested particular brand used by your favourite celebrities in Blockbuster films?

	Yes	No
Manipal	6%	94%
Jaipur	14%	86%

The 14 percent of respondents from Jaipur suggested brands like Mahindra Scorpio, Samsung smartphone, Puma shoes, and Nikon camera to their close one.

Table 18: To what extent brands which appear in Blockbuster films influence you to purchase the product?

	Always	To great extent	To some extent	Not at all
Manipal	4%	2%	28%	66%
Jaipur	0%	4%	46%	50%

The brands which appear in Blockbuster films influence 46 percent of to some extent, in other sides 66 percent of Manipal respondents from Manipal not at all influenced by the brands which appear in films.

Table 19: Do you change your decision at purchasing point after getting recall of particular brand used by your favourite celebrity in particular films?

	Yes	No
Manipal	2%	98%
Jaipur	10%	90%

The 10 percent of respondents from Jaipur basically female student says they want to try Sunsilk shampoo after seeing in 2 States used by Alia Bhatt, and Scooty Pept in PK.

Table 20: Did you use any new product of a particular brand, which was introduced for the first time through films?

	Yes	No
Manipal	4%	96%
Jaipur	12%	88%

The 96 percent respondents from Manipal and 88 percent of Jaipur respondents clearly indicated that they are not much aware of a new product which lunch first time through films.

Conclusion

Tactical practices of product placement have to more creative to influence film viewers particularly for India social and economic setup because still viewers see the brand and do conscious attempt to identify, but when it comes to recalling it at purchasing point, they still go for traditional advertisements (Panda, 2005)^[20]. Even corporate bodies launching their product by celebrities and their brand ambassadors through films by tactical joint venture viewers not able to follow. The combination of different mediums for viewing the film likes multiplex, laptop, television, smartphone, and tablets film got the lifespan of 3.5 years approximately (Belch & Belch, 1998). This feature get additional benefit to product placement in films, where viewers recall Being Human in the Jai Ho, the Sunsilk and Yes bank brand from 2 States, Café Coffee Day in Holiday: A Soldier Is Never Off duty, WeChat in Ek Villian, Johnson tiles in song, Pizza Hut, and Mountain Dew from Bang Bang!, and Manforce condoms, TVS Scooty Pep, Swift cars, and Duracell from PK. These results show the tactical placement giving additional benefit of celebrities' endorsement in comparison of a traditional form of advertisement (Kripalani, 2006)^[14]. The corporate bodies belong from transports, electronics, sport wears, and food beverages are major space capture partners in a film had reflected on perceptual conscious spaces in the mind of major junk of viewers in the study (Gokhale, 2010)^[8]. Finally tactical practices of product placement as strong evidence in films medium, where International and local brand getting an association with films story has been a witness. However, lots more creative team needed for developing content to suit the storyline and being to get a recall in terms of buying behaviour of film consumer.

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