

Critical Study of Branding in Films: Correlation of Brand Promotion, Brand Awareness, Brand Usage, and Brand Recall with Consumer Buying Intentions

Mrs. Dhanashri S. Havale, Dr. Chetan Chaudhari

Global Business School and Research Centre, Dr. D.Y. Patil Vidyapeeth, Pune

ABSTRACT

The importance of product/brand placement has gradually increased with rising competition and globalization. With the intensified market competition in recent years, many innovative techniques for effective marketing communication has been established by organisations. In this context many media channels like television serials, hindi movies, computer games and books are frequently employed for product promotion purpose. In this paper, the influential factors of product placement in hindi movies used as a marketing communications practice will be discussed, and the correlation amongst product promotion, product awareness, product usage with product recall shall be established through regression analysis of the data collected using proper channels. Today's marketers are vastly spending on product placements in films because they are perceived as a advantageous when advertisement is in the storyline which is hard to miss for viewers. The objective of this paper is chiefly to evaluate brand placement in hindi films as compared to the commercials on television and its effect on buying attitude of the audiences, for exploring the brand awareness degree created by brand placement on the minds of the viewers and to examine the impact of the type of usage done while placing the brand in films. There are many research efforts available in this area which highlight, why marketers prefer product placements in movies over commercial advertisements. Nevertheless, this study additionally emphasizes on the effects of the product placement on consumer's brand awareness as well as the promotion style involved. A questionnaire was raised to collect the data for this research which includes questions on general opinion, and also on product placement influence on brand promotion, usage, recall and awareness through movies. Exploratory Factor Analysis –EFA and the Regression Analysis was used to analyze the data. The first method used helped in recognizing the significant factors and the second method helped in developing the correlation amongst various factors that influenced the product placement in the hindi movies.

Keywords: Product/ Brand placements, Hindi movies, Television, Consumer buying behaviour, Brand awareness, Brand Usage, Brand Promotion, Brand Recall, Brand Recognition

