

# Branding in Movies and its Influence on Buying Behaviour

Anand P, Srudin J, Rashmi J Menon

**Abstract:** *The world of cinema entertains, educates and inspires millions of people around the world in different ways. Film apart from their entertaining aspects is also the perfect platform for marketing large business giants. The patterns of bonding particular products to particular casts in the movies are a common trend these days. The product placed in the movies thus follows the identity of characters, which henceforth influences the viewers on screen. Considering the Indian context there are possibilities for the exposure to both national as well as international movies. Movie franchises in particular are inclined to a particular product or brand which thereby plays a key significant role in identity of the movie among audience. The scope of this study is to establish the fact that brand placements in movies influence the viewers to buy a product. Through the method of survey, this paper focus on quantitative analysis to show how, brand placement occurs in movies, how they influence the audience and how do they notice the brand placements. The placements in movies thus play a pivotal role in modern film industries thereby affecting and influencing the youngsters and thus influencing their buying behavior.*

**Keywords:** *Movies, Branding, Buying Behavior, Audience, Brand Images, Media, Product*

## I. INTRODUCTION

Film is a form of entertainment that has the power to alter the beliefs of people seemingly every possibly way. It is a massive form of entertainment that runs the global economy forward in many countries as the old saying film transcends boundaries. The global audience across wide spectrum is widely crucial for the success of a film business. The amount of studies conducted in the field of product placement has been largely brought to public eye after 1980s. The movie business is a field currently experiencing tremendous growth especially in countries like India and China, two growing economies of the world. Movies today do not depend just on its running time but rather on the profits earned through the advertisements and merchandise that is effectively used as tool biz. Movies such as A Bug's Life and Toy Story have further decreased the gap between business and movies. The portrayal of movie as a creative masterpiece alongside a business and marketing tool proved to be a great success. Further spinoff opportunities and merchandising possibilities strengthened the chance of profiteering in this field.

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When it became hard for spending a lot of money for promotional purposes, Film makers searched for creative ways to reach large demography which was already growing beyond transnational boundaries. These search paved the way for concept of brand placement or other ways said as product placement in movies. The term and usage of brand placements became quite common during the 1980s, when there were exponential growths in in-film branding sky rocketed. The 1982 movie like E.T by Spielberg provided the firsthand account of how a brand can be easily used in movie as a business. The film resulted in an estimated 66% spike in Reese's Pieces Candies. The two sided reality of Brand Placement is that not only it is a comfort for the movie makers it is also the best possible way to introduce a brand name or a product to a wider audience out there. By placing products of a particular brand into the public eye one can open up the market for the people without going for traditional advertisements which many hates. Further the absence of proper theories or studies enabled the large business giants to exhorting to creative methods to present brand placements in films in various ways.

## Placements in Hollywood Movies

Nobody can omit Hollywood from the history of films as it is the biggest producers of movies in the world with a reach that none of the other film industries had ever achieved. Thereby it is the biggest market that exists today in both investment and revenue generation. The multimillion dollar movies that are produced each year thereby need every form of efforts to generate revenue through in and off the screen activities. In such a scenario arises the concept of product placement in movies. The earlier known instance of a product placement is from the 1920 Buster Keaton and Fatty Arbuckle film, The Garage, which showed logo of the Red Crown Gasoline. The idea was then widely criticized by Harrison's Report Newspaper back then. Soon as the American movies started to expand itself during 30s and 40s products began to sell even abroad. After 1960s there were exponential growths in field of cinema in which directors soon began experimenting with reality or realism based life in screens thus bringing more day to day products to life. The brand Jack Daniels was first recorded brand used in a movie scene by the cast in the 1945. Sometimes certain brands were lucky enough to have an iconic image after being placed with a significant role aside the main cast. One such example is the 1962 James Bond movie Dr. No in which the iconic character ordered a vodka along with a martini. The famous story of E.T brand promotion was a business deal in which Hersey agreed to pay an amount of \$1 million for the movie's promotion and other props if their product Reese's Pieces were promoted in the film.



ET produced a kind of new trend which later resonated in many films of the era and by the time Back To Future Franchise hit the theatres it was in its all time high. As brand placement sky rocketed in 1990s it became hard to distinguish a product from the plot or story. The prime example of this was the Tom Hanks starrer classic “Cast Away” in which a crucial role was given to ‘Wilson’, a product of Wilson Sporting Goods alongside constant presence of FedEx brand. The movie Transformers (2007) also bought in companies likes General Motors, Hummer and many more in their spinoff as well. Slowly in time animated universe also began to experiment by the inclusion of branded entertainment. The appearance of magazine Life in “The Incredibles” was a real brand in the animated feature.

### Brand Placement in Indian Movies

Bollywood was never alien towards brand placement in movies as from the earlier days to the present generation of Indian Cinema there are many prominent examples to cite the statement. The Bourn vita as Hrithik Roshan’s energy in Koi Mil Gaya and Krissh was one of those instances that one could not easily forget. The early known placement in a Bollywood movie was Coca-Cola placement in “ChaltiKaNaamGadi”(1958). Raj Kapoor’s 1973 “Bobby”, had Rajdoot motorbike(Enfield Motors) launched. In film branding can be visible in film titles like Ferrari kiSawaari, Mere Dad kiMaruti and also in various songs with usage of Zandu Bam and Fevicol on Dabannng franchise. Another notable instance of brand placement is clearly visible in “Dhoom”, in which ‘Hayabusa’ bikes were constantly used by the lead actors and thus occupies more screen time. Apart from Bollywood in other regional film industries brand placements are succeeding in their movies as well. The 2013 Malayalam road movie ‘Neelakasham Pachkadal Chuvanna Bhoomi’ indirectly highlighted the flexibility and grandeur of Royal Enfield motorcycles in the state. This resulted in massive increase in sale across the state as many film makers followed the trend and placed the same brand in later movie to lure youngsters. In Tamil movies, one particular example is in scenes were real time news channel gives permission to display their logos and reporters in the movie. One common trend is constant use of various brands of soft drinks and fast foods to attract youngsters. Coca-Cola, Lays, Pepsi are quite visible in many movies. On one of the scenes in Malayalam movie “RavanaPrabhu”, Lead star Mohanlal verbally introduces the Cartier watch he was wearing and a close up shot of the watch is also added in the movie. Like in many iconic Hollywood movies there are instances when many International Car manufactures like Mercedes Benz, BMW and Volkswagen showcased their models.

### Types of Product Placements in Movies

#### 1) Brand/Product is Placed in the Visual Frame

This kind of brand placement is quite common that if you pick up a film randomly there is possibility that you may notice a brand in a scene. Product Name, Logo, Sign or even actual product is put up in the background that it catches attention of the viewer. Here verbally or intentionally the product is not shown. In Hollywood universe , films like “The Day the Earth Stood Still” and “Kingsman: The Secret Service”, the protagonists is having crucial conversation while being in McDonald’s outlet. Another instance is from

a song in the movie “Koi Mil Gaya” were boards of Coca-Cola and Nescafe is seen in background.

#### 2) Character uses the product

The product here is used in the movie by the actors. Pepsi and Mountain Dew are visible in many Bollywood movies where characters use them. In Taal, Aishwarai Rai and Akshay Khanna share coke and camera picks it up very well. ‘Nike’ self tying shoe was famously used in the movie Back to Future Franchise, ‘Nokia’ phone in Matrix, ‘BMW’ motorcycle in Dhoom 3, ‘Canon Camera’ in Jab Tak Hai Jaan and so on.

#### 3) Character speak about the product

In this form in a movie the character is in a situation wherein he/she is using/consuming the product and speaking about the product. The most notable example is the movie ‘Wayne’s World’ wherein a complete scene is filled with notable placements of Pepsi, Pizza Hut, Doritos, Reebok and so on. Another instance in Malayalam movie ‘Nerariyan CBI’, Mamooty recommends KalyanJewellery to another character in a scene.

#### 4) Product as part of the story

There are even instances when a product plays a key role in the movie and plays crucial significance on the script. The most notable examples in movies are 1997 Malayalam film ‘The Car’, 2004 Hollywood movie ‘Harold & Kumar go to White Castle’ and so on. The 1988 Science Fiction Movie ‘Mac and Me’ is the best example of how a story plot can be influenced and get incorporated by the brand itself. Fed Ex and Wilson in Cast Away is another notable example of how a product can be a crucial part of story.

## II. LITERATURE REVIEW

Gupta, P. B., & Lord, K. R. (1998) described the key to the product placement as the way the product was brought to public eye through the means of size, its positioning on a screen or even through its importance in the story itself. Product placements through films are a subject of discussion for ages. Constantly lot of efforts were undertaken to learn more about the impact of products in movies. Friedman (1985) found that the presence of product appearances in top novels and popular songs which had gained wider growth post World War II. The exact history of product placements in visual medium is often contradictory among historians. According to Newell, Salmon & Chang(2006), the proper study regarding product placements were often limited and more interest was put up on films and television programming created around 80s and later. According to Hackley and Tiwasakul (2006), the habit of using entertainment as business marketing was “to create a symbiotic relation between promotional communication and mediated entertainment and abolish the category boundary that separates the two”. Malvania(2017) also divided product relationship with films into two sub categories, in-film brand placement and co-branded marketing. While Hindi and English films centers the amount of productrelations, the cinema bussiness in Marathi and in south are not far behind. Karrh (1998) shows that



90% or more of brand placements are carried out in a basic understanding between two parties, where in the brand or service is made available to audience as a business for public attention through the program. Balasubramanian (1994) in his journal describe product placement as a kind of “hybrid message” that combines both advertising and publicity aspects. Here Balasubramanian (1994) points out Hybrid messages as, “all paid attempts to influence audiences for commercial benefits using communications that project a non-commercial character,” and “process such communications differently than they process commercial messages”. Thus it defines an indirect approach of advertising without conscious awareness of viewer.

Meanwhile JibFowles(1996) retells, two changes in the 1980s, increased product placement and gathered interest among advertising and public relations sectors, “Hollywood began to seek additional funding sources to offset increasing production costs, and advertisers sought to locate new media or channels which might be less cluttered and less resistant to their promotions. Now in case of Bollywood films, films assigns numerous brands alongside the plot. Kripalani (2006) draws the example of out of 2002 Hindirelease, Road, which included Tata Motors’ Safari 4-wheeler SUVs for which, Tata Motors spend around ` 12.5 million. According to an article by BHARDWAJ (2017) in “impactonnet” showed more than 15% of the films released in South had productslinked with it, while around 16% Marathi films had much more of a combined branding. Padmanabhan & Rishikesh (2013) discusses the key point that, the movie promotion and public interest for a movie in southern India with likes of in Kollywood and Tollywood is huge, which allows the brands inspire and drew the customers. Gould, Gupta & Grabner-Kräuter (2000) states an interesting point about placements in India, that is due to the wider acceptability across transnational boundaries, Indian Movies like Hollywood movies provides a greater plan for thriving business and branding strategies even in case placements occurs through cable or satellite. Yang, Roskos-Ewoldsen & Roskos-Ewoldsen (2004)on the hand draws a key aspect regarding product placement and its effectiveness that is , the lack of proper data to undermine

the success of product placements and its reach among the people who are exposed to it. Even though the uncertain elements continue to further the claim over the necessity of product placements, the money spend on placements have exceeded the horizon.

### III. RESEARCH METHODOLOGY

Method of Quantitative Analysis is used in the Research. The demography of the study is based upon a sample of 200 students from different age groups in a college. All the respondents that take part in the survey are above the age of 18 but the gender of the participant is not a controlled variable here. The basic population is selected through simple random sampling method. By utilizing the descriptive method of survey the questionnaire is comprised of closed end questions.

#### Research Design

#### Objective

The objective of the study is to determine whether the brand placements in movies influence the buying behavior.

#### Research Questions

- 1) Whether people notice brand placements in movies?
- 2) Are their buying behavior influenced by the product placed in the movie?
- 3) Is financial stability plays a crucial role in buying behavior?
- 4) Does the varying age influence their buying habit?

#### Research Hypothesis

- People recognize brands in the movies and could identify them.
- Brand Placements influence the buying behavior of the people.
- Financial Stability plays a crucial role in procuring the brands seen in movies.
- Young people are more interested in brand placements, than the older people.

### IV. FINDINGS

#### FAMILIAR \* NOTICIED Cross tabulation

		NOTICIED				The total
		YES	NO	DON'T KNOW	MAY BE	
FAMILIAR YES	Total Response	94	19	12	18	143
	Expected Total	88.7	22.9	16.4	15.0	143.0
NO	Total Response	30	13	11	3	57
	Expected Total	35.3	9.1	6.6	6.0	57.0
Tot	Total Response	Total	32	23	21	200
	Expected Total	124.0	32.0	23.0	21.0	200.0



## Branding in Movies and its Influence on Buying Behaviour

### Chi-Square Test

	Values	df	Assumption Sig(two-side)
Pearson Chi-Square	9.735 <sup>a</sup>	3	.021
Likelihood Ratio	9.531	3	.023
Linear-by-Linear Association	.333	1	.564
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.99.

The outcome of Test = Pearson Chi-Square.

Value = 9.735<sup>a</sup>

Since the expected cell count assumptions (expected cell count < than 5), 0 cells has expected count less than 5, assumption was met.

Thus the p value in correspondence = .02

### BUYINGINTEREST \* ROYALENFIELD Crosstabulation

			ROYALENFIELD				The total
			YES	NO	MAY BE	DON'T KNOW	
BUYINGINTEREST	YES	Total Response	20	14	8	22	64
		Expected Total	19.2	17.6	10.2	17.0	64.0
	NO	Total Response	15	12	6	8	41
		Expected Total	12.3	11.3	6.6	10.9	41.0
	DON'T KNOW	Total Response	14	19	12	11	56
		Expected Total	16.8	15.4	9.0	14.8	56.0
	MAY BE	Total Response	11	10	6	12	39
		Expected Total	11.7	10.7	6.2	10.3	39.0
Tot		Total Response	60	55	32	53	200
		Expected Total	60.0	55.0	32.0	53.0	200.0

### Chi-Square Test

	Values	df	Assumption Sig(two-side)
Pearson Chi-Square	7.902 <sup>a</sup>	9	.544
Likelihood Ratio	7.863	9	.548
Linear-by-Linear Association	.005	1	.944
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.24.

The outcome of Test = Pearson Chi-Square.

Value = 7.902<sup>a</sup>

Since the expected cell count assumptions (expected cell count < than 5), 0 cells has expected count less than 5, assumption was met.

Thus the p value in correspondence = .544

### EMPLOYMENT \* FINANCIALSTABILITY Crosstabulation

			FINANCIALSTABILITY				The total
			YES	NO	DON'T KNOW	MAY BE	
EMPLOYMENT	YES	Total Response	71	17	10	17	115
		Expected Total	69.6	11.5	16.7	17.3	115.0
	NO	Total Response	50	3	19	13	85
		Expected Total	51.4	8.5	12.3	12.8	85.0
Tot		Total Response	121	20	29	30	200
		Expected Total	121.0	20.0	29.0	30.0	200.0



**Chi-Square Tests**

	Values	df	Assumption Sig(two-side)
Pearson Chi-Square	12.554 <sup>a</sup>	3	.006
Likelihood Ratio	13.338	3	.004
Linear-by-Linear Association	1.137	1	.286
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.50.

The outcome of Test = Pearson Chi-Square.

Value =12.554<sup>a</sup>

Since the expected cell count assumptions (expected cell count<than 5), 0 cells has expected count less than 5, assumption was met.

Thus the p value in correspondence= .006

**AGE \* BUYINGINTEREST Crosstabulation**

			BUYINGINTEREST				
			YES	NO	DON'T KNOW	MAY BE	The total
AGE	18-21	Total Response	15	6	12	8	41
		Expected Total	13.1	8.4	11.5	8.0	41.0
	22-25	Total Response	25	19	26	21	91
		Expected Total	29.1	18.7	25.5	17.7	91.0
	26-29	Total Response	6	7	8	5	26
		Expected Total	8.3	5.3	7.3	5.1	26.0
	>29	Total Response	18	9	10	5	42
		Expected Total	13.4	8.6	11.8	8.2	42.0
Total		Total Response	64	41	56	39	200
		Expected Count	64.0	41.0	56.0	39.0	200.0

**Chi-Square Tests**

	Values	df	Assumption Sig(two-side)
Pearson Chi-Square	6.491 <sup>a</sup>	9	.690
Likelihood Ratio	6.639	9	.675
Linear-by-Linear Association	1.676	1	.195
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.07.

The outcome of Test = Pearson Chi-Square.

Value =6.491<sup>a</sup>

Since the expected cell count assumptions (expected cell count<than 5), 0 cells has expected count less than 5, assumption was met.

Thus the p value in correspondence= .690

**V. DISCUSSION AND CONCLUSION**

The very purpose of the research was to find out whether brand placements in movies influence the buying behavior of the people. The study also discussed about other serious implications of product placements, such as age as a paradigm for buying behavior and whether financial stability plays a part in product procurement. The study also focused on whether people actually notice brand placements in movies as well. The results achieved through survey among random audience showed various results which are discussed below, which thereby answers queries put forward by this study.

Problem of Statement 1:

“People notice brand placements in movies”. In the sample dataset, the respondents were asked whether they were aware of brand placements or not, provided four

different choices. Also, the study demands, the use of Chi-Square Test of Independence to test the association between respondents familiarity with idea of product placement and an enquiry into whether respondents have noticed brand placements.

Thus p-value attained was 0.021 and p-value being less than the selected level (a=0.05), alternative hypothesis was proved.

Problem of Statement 2:

“Brand Placements influence the buying behavior of the people”. In the sample dataset, the respondents were asked about their buying behavior getting influenced by product, provided four different choices to choose from. Also, the study demands, the use of Chi-Square test of Independence to test the association between respondents buying interest and a particular product placement (Royal Enfield Bullet) from a movie.

The p-value attained was .544 and also the, since p-value was greater the selected level (a=0.05), the null hypothesis was not rejected.



Thus on the other hand, it can be concluded on behalf of lack of significant evidences to provide a bond between the buying interest of respondents and a particular product placement from a movie which is randomly chosen.

### Problem Statement 3:

“Financial Stability plays a crucial role in procuring the brands seen in movies”. In the sample dataset, the respondents were asked about their employment status alongside an enquiry on whether financial stability plays a part. Also, the study demands, the use of Chi- Square test of Independence to test the association between the employment status of respondents and an enquiry on whether, financial stability is an important factor in procurement of products.

The p value attained was .006 and also since the p value was less than the selected level ( $\alpha=0.05$ ), alternative hypothesis was proved.

### Problem Statement 4:

“Young people are more interested in brand placements, than the older people”. In the sample dataset, the respondents were asked about their age group which was categorized and varied from 18 years up to 29 and above. Also respondents were enquired about their buying interest to further to prove the statement. The study demands, the use of Chi- Square test of Independence, to test the association between the age group of the respondents and the buying interest of respondents on products seen in movies.

The p value attained was .690 and also since the p value was more than the selected level ( $\alpha=0.05$ ), the null hypothesis was not rejected. Thus on the other hand, it can be concluded on behalf of lack of significant evidences to provide a bond between the age group and the buying interest.

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