

SS INTERNATIONAL RESEARCH NETWORK

Available online at www.ssirn.com**SS INTERNATIONAL JOURNAL OF ECONOMICS AND
MANAGEMENT**

(Internationally Indexed, Listed & Referred E-Journal)

**Product Placement in Television Reality Show- The Effect of Program Liking
and Placement Prominence on Audience Attitude****Roshni Tijoriwala****Assistant Professor, GLS University

Abstract

As product placement is becoming increasingly popular strategy, it is critical to understand how and when these strategies are effective. The study here investigates the effect of prominence and program liking on customer memory, attitude and purchase intention. Results of the study shows the effect of different strategies of product placement on consumer reactions in the context of Indian Tv reality shows. Prominence significantly affects the evaluation of viewers towards the placed brand whereas liking towards the show does not play very important role. Interactions effects of evaluation of product placement x gender and evaluation of product placement x age appear insignificant. Analytical results, graphs and tables from the respondents are presented.

Keywords: *Product placement, Television reality show, consumer behaviour, program liking, prominent placement, subtle placements*
