

SS INTERNATIONAL RESEARCH NETWORK

Available online at [www.ssirn.com](http://www.ssirn.com)**SS INTERNATIONAL JOURNAL OF ECONOMICS AND  
MANAGEMENT**

(Internationally Indexed, Listed &amp; 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*

**Introduction**

Product placement is practice of placing brands or products in the media content like movies, television shows or video games. Product placement has number of advantages over traditional advertisements. One of the most important one is that viewers cannot avoid exposure of product placements. Existing research on product placements has largely focused on product placement in movies. However, effect of program liking and type of product placement in Hindi TV reality show on consumer behaviour has not been thoroughly examined. The Indian television is sizzling

with lot many TV reality show now a days. Big boss, for example, uses numerous amounts of product placements like Vodafone, sunsilk, lux, Aquaguard, Max New York Life Insurance, Cruze, Reckitt Benckiser and L'Oreal (Nautiyal, 2009). Vodafone being main sponsor of the brand, used prominent product placement strategy and it really worked in favour of the brand as Big boss is a good bet for marketers as customers are getting exposed to same brand again and again as it is a show that runs throughout the week unlike the movies which customer see only once in most cases. Prominence here refers to prominent and

subtle placements. Prominent placement includes placements connected to the plot, brand mentioned more than once or on a screen for more than five seconds and either audio or audio visual. Whereas subtle placements include placements which are visual, not connected to the plot or seen only briefly (Cowley & Barron, 2008)

**Literature Review:**

(Meyer, Song, & Ha, 2016) found positive relationship between product placement and customer evaluation. However, excessive placement in single program results in negative evaluation by viewers.

(Astous & Chartier, 2000) found that prominent product placement has positive impact on consumer memory but it has significant negative impact on recall. The degree of integration of product placement in the movie scene has a positive impact on consumer liking and a negative impact on consumer recall. Results also suggested that when the principal actor is present during the placement, consumer appreciation of the placement is significantly increased. Other findings of the research indicate that appreciation of Product placement has a positive impact on both recall and recognition and unacceptability of product placement has no impact on recall but it is negatively related to consumer recognition.

(Kureshi & Sood, 2010) studied 62 full text, peer reviewed research paper to identify the

gaps in the existing literature with suggestions for future research directions. This review suggested that Very little research has been done in this field especially in countries other than US. Mostly studies have used student sample who is not perfect representative of the population in general. It has also been noted that studies have only measured ‘state of mind’ ignoring both ‘state of being’ and ‘behaviour’. It is recommended that more experiential research needs to be done to achieve effective entertainment marketing-based brand communications solutions. Not enough work has been done relating to effectiveness of placements from an organization’s point of view.

(Schmoll, Hafer, Hilt, & Reilly, 2006) have focused on unstudied segment of entertainment consumers i.e., baby-boomers (Adults born between 1946 and 1964) as previous research has focused only on youth. They have proved that attitude towards placement is positively associated with media consumption and male consumers appear more positive towards product placement than females. Interactions effects of media consumption x gender and media consumption x age appear insignificant.

(Pokrywczynsk) studied impact of viewer involvement with a movie scene on product placement. He concluded that prominent, on-set brand placement enjoy success

irrespective of viewer involvement within the movie. Prominent brand placement scored 80 percent in unaided recall and 90 percent in aided recall in each test condition. (Shah, 2007) discussed some of the most popular Indian TV Reality Shows like Indian Idol, SaReGaMaPa challenge,2007, Amul Star Voice of India, Hero Honda Roadies and Some Radio Contests as well. She compared the effectiveness of product placement between TV Reality shows and General Entertainment Shows I.e. Daily Soaps. She came up with three important findings: Reality shows register far greater audience involvement than most prime-time shows. Product Placement are high priced within the TV Reality shows rather than General Entertainment shows. Recall of brand is much higher in an Interactive format as opposed to a daily soap.

### **Research Methodology**

#### **Research Objectives:**

The first objective of this research is to understand the relation between program liking and type of placement used i.e., prominent or subtle on the consumer memory. The other objective is to investigate the conditions in which product placement may cause negative shift in brand attitude.

**Research Design:** The research design here is descriptive in nature, as all the facts are

persistent to the study and author is just trying to uncover and extract the same.

**Scope of the study:** This research is restricted to Hindi TV Reality show. This study is restricted to Ahmedabad city only.

**Data Collection Methods:** Primary method

**Data Collection Instrument:** Questionnaire method

**Sample Size:** 62 people

**Sampling Technique:** Convenience sampling Technique

#### **Analysis of the Study**

Graph no. 1 showed that most of the viewers were either neutral about their liking towards product placement in TV reality show or they disliked the practice of product placement in such programs. So many respondents indicated that they like the product placement practise in such shows. Extreme views towards this practice haven't captured popular opinion.

From the above mean values, it can be inferred that prominent placement is more effective when it comes to recognition of brand which means viewers are able to remember the brand easily when product is prominently placed irrespective of their liking towards the show. However, it does not result into favourable attitude and positive purchase intention towards the placed brand. This result implies that effect of program liking is insignificant with

respect to their evaluation of prominent placement strategy.

In case of subtle placement, mean values are indicating that this strategy of placing product in Tv reality show does not result into effective recognition towards placed brand but if the brand is recognised, it fosters positive attitude irrespective of their liking towards the show. However, results differ in case of purchase intention and it shows that subtle placement in the program of liking influence them to purchase the product but same strategy is not effective with respect to the purchase intention, if the viewers don't like the program much.

Table No. 3 showed the relationship between gender of viewers and their evaluation regarding prominence in product placement strategy with reference to their liking towards the program. All the 12 hypotheses of the statements of their behaviour, all the null hypotheses were accepted as the significant values were more than 0.05. It was found that there was no relation between gender of people and their evaluation towards prominence in product placement strategy in Hindi TV reality show.

Table No. 4 showed the association between age of viewers and their opinions about prominent and subtle product placement strategy in consideration with their liking towards the program. All the 12 hypotheses

of the statements of their opinions, all the null hypotheses were accepted as the significant values were more than 0.05. It was found that there was no relation between age of viewers and their opinion for prominent and subtle placement strategy in consideration with their liking towards the reality show.

### **Conclusion**

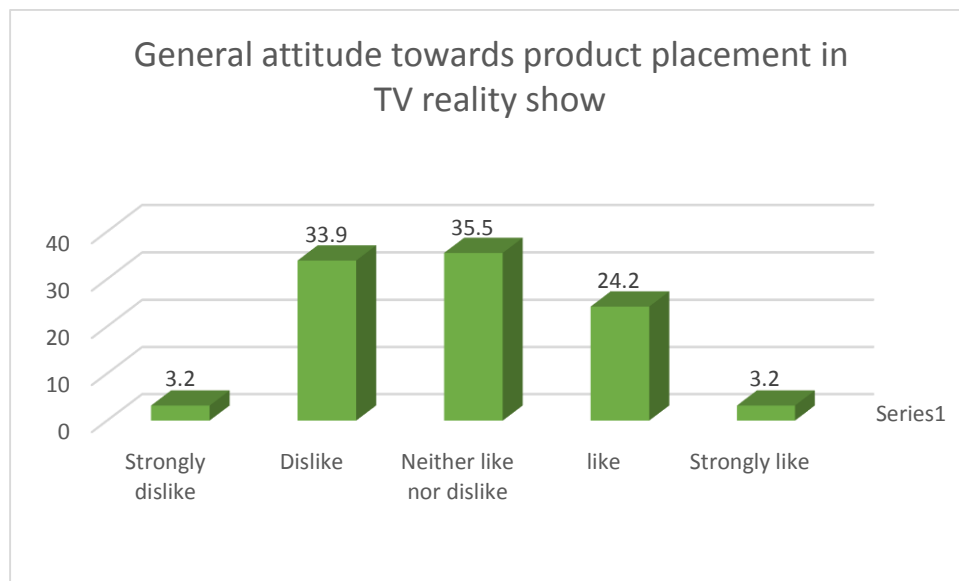
Product placement plays a major role in creating brand awareness, loyalty and recognition (Mittal & Manavalan, 2017) but Brand recall indicates consumer awareness and they are not the sole indicative of consumer purchase intentions (Dees, 2004) As consumers become more familiar with a tactic, their interpretations and evaluations change. The objective behind this paper was to understand the relation between program liking and type of placement used i.e., prominent or subtle on the consumer evaluations towards the brand placed. The results reveal that prominent placement positively affects viewer's ability to recall the brand but it does not create favourable attitude towards brand hence does not result into positive purchase intention. However, brands, if placed subtly, does not result into high recognition by viewers but if recognised, it creates positive attitude towards placed brand. Liking of the show does not really matter in viewer's evaluation towards prominence in product placement

except subtly placed brand in the show of their liking influence their purchase intention but if they don't like the show much, it does not affect their purchase intention.

## References

1. Astous, A. d., & Chartier, F. (2000). A study of factors affecting consumer evaluations and memory of product placement in movies. *Journal of current issues and research in advertising* , 22, 10.
2. Cowley, E., & Barron, C. (2008). When product placement goes wrong :The effects of program liking and placement prominence. *Journal of Advertising* , 37, 89-98.
3. Dees, W. (2004). MEASURING THE EFFECTIVENESS OF COMMERCIAL SPONSORSHIPS IN INTERCOLLEGIATE ATHLETICS. Florida: UNIVERSITY OF FLORIDA.
4. Kureshi, S., & Sood, V. (2010). A Review of Placement Literature: Conceptual and Managerial Implications. *IUP Journal* , IX (1 & 2), 18.
5. Meyer, J., Song, R., & Ha, K. (2016). The effect of product placements on the evaluation of movies. *European Journal of Marketing* , 50 (3/4), 530-549.
6. Mittal, A., & Manavalan, A. (2017). The IPL Model: Sports Marketing and Product Placement Sponsorship. *International Journal of Humanities and Social Science Invention* , 44-61.
7. Nautiyal, R. (2009, November 16). Bigg Boss high on brand integrations and product placements. *Afaqs* , p. 1.
8. Pokrywczynsk, J. (n.d.). PRODUCT PLACEMENT IN MOVIES: A PRELIMINARY TEST. American Academy of advertising conference .
9. Schmoll, N. M., Hafer, J., Hilt, M., & Reilly, H. (2006). Baby Boomers' Attitudes Towards Product Placements. *Journal of Current Issues and Research in Advertising* , 28, 22.
10. Shah, G. (2007, september 19). Reality Shows are good for Brands. *Live Mint E-paper* , p. 2.

**Graph No. 1 General attitude of viewers towards product placement in TV reality show**



**Table No 1 Customer Evaluation and behaviour towards prominent placement strategy in TV reality show with respect to their liking of the show**

	prominent placement in reality show I like a lot, makes me remember the brand more easily	prominent placement in reality show I don't like, makes me remember the brand more easily	Prominent placement in the program I like a lot, creates favourable attitude towards placed brand.	Prominent placement in the program I don't like much, creates favourable attitude towards placed brand.	Prominent placement in the program I like, influence me to buy a product.	Prominent placement in the program I don't like much, influence me to buy a product.
Mean	3.5806	3.3065	2.0000	2.5968	2.5323	2.5968
N	62	62	62	62	62	62
Std. Deviation	1.24858	1.19547	1.14520	1.07825	1.26384	1.16590

**Table No 2 Customer Evaluation and behaviour towards subtle placement strategy in TV reality show with respect to their liking of the show**

	Subtle placement in reality show I like a lot, makes me remember the brand more easily.	Subtle placement in reality show which I don't like much, makes me remember the brand more easily.	Subtle placement in the program I like a lot, creates favourable attitude towards placed brand.	Subtle placement in the program I don't like much, creates favourable attitude towards placed brand.	Subtle placement in the program I like, influence me to buy a product.	Subtle placement in the program I don't like much, influence me to buy a product
Mean	2.5323	2.7742	3.2581	4.0484	3.4032	2.6452
N	62	62	62	62	62	62
Std. Deviation	1.28953	1.27291	1.15851	.71121	1.07825	.97673

**Table No. 3 Relationship of Gender of viewers and their evaluation regarding type of Product Placement strategy with respect to program liking**

**Independent Samples Test**

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper

prominent placement in reality show I like a lot, makes me remember the brand more easily	Equal variances assumed	3.217	.078	-.929	60	.357	-.30054	.32362	-.94787	.34679
prominent placement in reality show I don't like, makes me remember the brand more easily	Equal variances not assumed			-.958	56.723	.342	-.30054	.31364	-.92867	.32759
prominent placement in reality show I don't like, makes me remember the brand more easily	Equal variances assumed	2.579	.114	.142	60	.888	.04432	.31202	-.57980	.66845
Prominent placement in the program I like a lot, creates favourable attitude towards placed brand.	Equal variances not assumed			.148	57.615	.883	.04432	.30032	-.55692	.64557
Prominent placement in the	Equal variances assumed	2.142	.149	.675	60	.502	.20108	.29782	-.39464	.79681
Prominent placement in the	Equal variances not assumed			.701	57.612	.486	.20108	.28666	-.37282	.77498
Prominent placement in the	Equal variances assumed	.007	.935	.458	60	.649	.12865	.28098	-.43339	.69069



program I don't like much, creates favourable attitude towards placed brand.	Equal variances not assumed			.453	49.616	.653	.12865	.28417	-.44224	.69954
Prominent placement in the program I like, influence me to buy a product.	Equal variances assumed	3.728	.058	-2.735	60	.008	-.85081	.31110	-1.47310	-.22852
Prominent placement in the program I don't like much, influence me to buy a product.	Equal variances not assumed			-2.657	46.367	.011	-.85081	.32025	-1.49530	-.20633
Subtle placement in reality	Equal variances assumed	.041	.840	-.905	60	.369	-.27351	.30230	-.87820	.33117
	Equal variances not assumed			-.915	53.572	.364	-.27351	.29901	-.87309	.32607

show I like a lot, makes me remember the brand more easily.	Equal variances not assumed			-.143	57.236	.887	-.04649	.32494	-.69710	.60413
Subtle placement in reality	Equal variances assumed	.118	.733	.273	60	.785	.09081	.33208	-.57345	.75507
show which I don't like much, makes me remember the brand more easily.	Equal variances not assumed			.270	49.022	.789	.09081	.33694	-.58630	.76792
Subtle placement in the program I like a lot, creates favourable attitude towards placed brand.	Equal variances assumed	2.983	.089	.322	60	.749	.09730	.30216	-.50712	.70171
	Equal variances not assumed			.308	43.540	.760	.09730	.31595	-.53966	.73425
Subtle placement in the	Equal variances assumed	.455	.502	.076	60	.940	.01405	.18565	-.35730	.38541

program I don't like much, creates favourable attitude towards placed brand.	Equal variances not assumed			.073	45.516	.942	.01405	.19200	-.37253	.40064
Subtle placement in the program I like, influence me to buy a product.	Equal variances assumed	.011	.915	1.474	60	.146	.40757	.27651	-.14553	.96067
Subtle placement in the program I don't like much, influence me to buy a product.	Equal variances not assumed			1.474	51.682	.147	.40757	.27648	-.14731	.96245
Subtle placement in the program I don't like much, influence me to buy a product.	Equal variances assumed	.096	.758	.561	60	.577	.14270	.25430	-.36598	.65138
Subtle placement in the program I don't like much, influence me to buy a product.	Equal variances not assumed			.565	52.914	.574	.14270	.25250	-.36377	.64918

**Table No. 4 Relationship of Age of viewers and their evaluation regarding type of Product Placement strategy with respect to program liking**

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
prominent placement in reality show I like a lot, makes me remember the brand more easily	Between Groups	.762	3	.254	.156	.925
	Within Groups	94.335	58	1.626		
	Total	95.097	61			

prominent placement in reality show I don't like,makes me remember the brand more easily	Between Groups	.203	3	.068	.045	.987
	Within Groups	86.974	58	1.500		
	Total	87.177	61			
Prominent placement in the program I like a lot, creates favourable attitude towards placed brand.	Between Groups	4.395	3	1.465	1.124	.347
	Within Groups	75.605	58	1.304		
	Total	80.000	61			
Prominent placement in the program I don't like much, creates favourable attitude towards placed brand.	Between Groups	2.783	3	.928	.790	.505
	Within Groups	68.136	58	1.175		
	Total	70.919	61			
Prominent placement in the program I like, influence me to buy a product.	Between Groups	.479	3	.160	.095	.962
	Within Groups	96.957	58	1.672		
	Total	97.435	61			
Prominent placement in the program I don't like much, influence me to buy a product.	Between Groups	2.471	3	.824	.594	.622
	Within Groups	80.449	58	1.387		
	Total	82.919	61			
Subtle placement in reality show I like a lot, makes me remember the brand more easily.	Between Groups	10.110	3	3.370	2.140	.105
	Within Groups	91.325	58	1.575		
	Total	101.435	61			
Subtle placement in reality show which I don't like much, makes me remember the brand more easily.	Between Groups	1.325	3	.442	.263	.852
	Within Groups	97.514	58	1.681		
	Total	98.839	61			
Subtle placement in the program I like a lot, creates favourable attitude towards placed brand.	Between Groups	1.606	3	.535	.387	.763
	Within Groups	80.265	58	1.384		
	Total	81.871	61			
Subtle placement in the program I don't like much, creates favourable attitude towards placed brand.	Between Groups	.303	3	.101	.192	.902
	Within Groups	30.552	58	.527		
	Total	30.855	61			

Subtle placement in the program I like, influence me to buy a product.	Between Groups	4.604	3	1.535	1.342	.270
	Within Groups	66.315	58	1.143		
	Total	70.919	61			
Subtle placement in the program I don't like much, influence me to buy a product	Between Groups	1.045	3	.348	.354	.787
	Within Groups	57.148	58	.985		
	Total	58.194	61			