



Effectiveness of Product Placement in Bollywood Movies

KEYWORDS

Bollywood films, Cinema, products

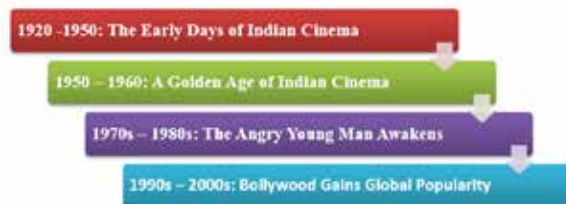
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ABSTRACT The current study examines product placements in Bollywood films over the previous years. The Cinema industry is known as a powerful promotional channel for product. Bollywood is defined as a mix between Bombay and Hollywood, hence the title Bollywood. It is the second largest cinema industry in the world after Hollywood, approximately 800 films are produced and distributed each year and are shown to 11,000,000 people every day in 13,000 cinemas across India and therefore it is the biggest cinema industry in the world in terms of box office number. This paper is about how effective and successful product placement actually is in Bollywood films. After a presentation of how viewers have defined product placement and its effectiveness, a brief history of product placement in Bollywood cinema is given. A content analysis has performed on 10 films from the year of 2006 to 2015.

Introduction

Films are a high-flying medium of entertainment in India. Impact of films is evident from the fact that films stars have iconic status in India. The Indian Cinema is 100 years old. Motion picture technology was introduced to India in 1896 by representatives of France's Lumière brothers. The first full-length Indian movie was a silent film called Raja Harishchandra, released in 1913 by director Dadasaheb Phalke, who was often referred to as the father of the Indian film industry.



Nowadays in India, basically two types of films are produced-commercial films and art films. The other rising genres are tele-films, special effect films and sequel of very successful commercial films.

India's place in the world

India has the highest number of admissions as compared to most other countries. However, the average ticket price (ATP) is less than a dollar. The followings are the data which represents Indian Cinema position worldwide. We considered five countries Like US, Canada, UK, China and India. The average ticket prices in USD in each of these countries are 7.89, 3.19, 3.96, 4.34 and 0.69 respectively. The admissions values for the same countries are 1345,120,166,345 and 2000. Hence India is ranked in the 5th Position worldwide.

Year wise Growth of the film industry for consecutive 6 years from 2010 to 2015 has values 87.5, 96.5, 104.5, 115.3, 125.0 and 136.5 respectively. The final **CAGR** value is 9.3. It signifies the increasing growth of Indian film industry.

Major Companies in Film Industry



Product Placement in Indian Bollywood

Product placement gives the corporate and advertisers the opportunity to reach the right consumer segment or the masses based on their type of product through diverse genre of films in India this enables them to leverage on clutter free nature, emotional quotient and psychological impact of the films (Mathur, 2012).

Product placement, which has become an established marketing tactic due to its clear effectiveness in building brand recall and recognition, is not just for Hollywood. Hollywoods "big players" of product placement also play in Bollywood. Coca Cola in India, for instance, has benefited from placement in movies along with a celebrity endorsement with Bollywood movie star Amir Khan and won Pepsi for its market share. (Business Week, February 2003) McDonalds has also been quite active in Bollywood product placement. In "Love Ke Liye Kuch Bhi Karega" the main character is seen holding a ball with the Mac "M" on it. Product placement is not a new or recent phenomenon in Bollywood, which makes about a thousand movies every year with rapidly increasing audience attention both at home and abroad. Bollywood producers have learned to place products not only to effectively reduce their production costs but also to successfully boost exposure to the brands being placed. The Indian audience has always been emotionally involved with onscreen actors.

Product Placement: a technique of 'covert advertising'

A Product Placement is the inclusion of a product, brand name or the name of the firm in a movie for increasing memorability of the brand and instant recognition at the point of purchase. **'Covert Advertising'** is a medium through which branded products are placed in movies, which is visible to consumer without any distraction.

There are various types of product placements, viz, Corporate Placements, Generic Placements, Service Placements, Idea Placements, Historic Placements, Negative Placements and Innovation Placements.

Following is the list of tables which is used for questionnaire and data analysis

Blockbuster Movies and Placed Products		
Year	Name of Movie	Product
2006	Dhoom2	Coke, Sony, Sugarfree, Mcdonalds
2007	Om shanti Om	Maybelline, Exide Battery, Tag Heur Watch
2008	Gajani	Apple, Mercedes,
2009	3-Idiot	Mahindra Flyte, Volvo SUV XC90R,Airtel Internet data card, Samsung Mobiles
2010	Dabang	Dish TV, Zandu balm, Polio,Rayban sun glass, Rupa underwear, BOLERO
2011	Body guard	AudiQ7, Sony Vaio, Blackberry, Tupperware
2012	Dabbaang 2	Fevicol
2013	Dhoom3	BMW Bike, Dunkin' Donut, Mountain Dew, Chicago City
2014	PK	Samsung S3, Skype, Youtube
2015	Dilwale	BMW Car, Audi Car

Source : <http://www.addatoday.com/2012/11/bollywood-year-wise-top-grossers-1990.html>

Objective

- To find whether consumers can recall various brands being endorsed by film stars in movies.
- To analyze whether celebrities in movies cast any influence on consumers decision making/ buying behavior.

Hypothesis

- H₀: There is no any impact of Product Placement on Audience and their level of recall the brand which is placed in Bollywood Movies.
- H₁: There is an impact of Product Placement on Audience and their level of recall the brand which is placed in Bollywood Movies.

Research Methodology

Researcher has been used Qualitative research design and type of research is exploratory research followed by descriptive. Research sample is 100 Colleges of Ahmedabad and Gandhinagar city from Gujarat State.

Data Analysis and Findings

N		Responses		Percent of Cases
		Per-cent		
	celebrity's fit with brand image	22	20.8%	28.2%
	Celebrity product match	11	10.4%	14.1%
	Celebrity popularity	44	41.5%	56.4%
	Celebrity is a brand user	29	27.4%	37.2%
Total		106	100.0%	135.9%

a. Dichotomy group tabulated at value 1. (Source: Prepared by researcher)

Interpretation

Through Frequency analysis, the two factors Celebrity popularity and Celebrity as a user's affects viewer decision to purchase the products and product recalling.

The statement is based on viewers' ability to remember/ recall the product			Fa- vorite brand	Endorsed by favorite actor	Friend spotted	Known brands
Spearman's rho	Favorite brand	Correlation Coefficient	1.000	-.323**	-.385**	-.009
		Sig. (2-tailed)	.	.006	.001	.941
		N	71	71	71	71
	Endorsed by favorite actor	Correlation Coefficient	-.323**	1.000	-.094	-.497**
		Sig. (2-tailed)	.006	.	.435	.000
		N	71	71	71	71
	Friend spotted	Correlation Coefficient	-.385**	-.094	1.000	-.506**
		Sig. (2-tailed)	.001	.435	.	.000
		N	71	71	71	71
	Known brand	Correlation Coefficient	-.009	-.497**	-.506**	1.000
		Sig. (2-tailed)	.941	.000	.000	.
		N	71	71	71	71

** . Correlation is significant at the 0.01 level (2-tailed).(Source: Prepared by researcher)

Interpretation

A Spearman's Rank Order correlation defined the relationship between respondents' ability to remember the product. There is strong, positive correlation between the viewers favorite brand and their friends spotted and as the value (p=1.00) and same way there is strong relationship between viewers favorite brand and endorsed by celebrity brand as the value (p=1.00). But there is no relationship between the favorite brand and known brand(rs=(0.009),p=.0941).

Conclusion

Product placement should be viewed as a communication vehicle to complement the traditional media of marketing and advertising. It should be considered as a part of broadcast sponsorships, product placement. In Indian context the categories which majorly opt for product placements are FMCG, consumer durables, automobiles, cosmetics and tele-services. According to GauravSrivastav, (Founder, In Film Placement Evaluation Matrix) pricing for product placements in movies there are no set benchmarks and pricing is still a demand supply game.

The result shows that viewers are generally positive about product placement in movies. There is a higher rank of recall of products like Blackberry, Coke, SonyViao, Raybean sunglass, because of popularity or higher placement. In spite of product placement being a novel concept, respondents felt that the creativity of the medium had not been explored. Explicit placements are more useful than implicit ones. Multiple Response analysis has showed that the Celebrity and brand name affects more them to buy the product or to recall the product.

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