

## Does Recall influence Purchase Intention: An Empirical Study

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### ABSTRACT

*The era of marketing is changing. The traditional marketing has been converted into integrated marketing which includes all the promotional mix like an advertisement, sale promotion etc. Advertising has a huge impact on the mind of a customer but it has gradually deviated from its objective. As a result, new mode of promotion and communication tools has been evolved. The consumer wants to follow the trends of their favorite hero and heroine. It has given birth to product placement. Product placement can be stated as a paid form for exposure of their products by showing their features in films and television. Brand owner and various product owners are in search of an innovative way of promoting their product in the market. The objective of the paper is to measure the effectiveness of product placement on purchase intention. A structured questionnaire was developed to collect the responses of the respondent. A sample was collected from 199 people who are living in Kopargaon. Various tests like Reliability, Correlation, and Regression were applied with the help of SPSS v. 24. In order to check the reliability and validity of the data, Cronbach's alpha value was calculated. The analysis showed .789 which it considers to be good which stated that data is reliable for applying the various test. The Research concluded that recall of the product placed in movie direct viewer towards purchase intention. With this paper lecturer and various advertising agency, media planner, the brand head can implement and develop various blueprint and design in order to extend the use of product placement as a brand communication*

**Keywords:** Marketing, Brand Placement, Product Placement, Consumer Behavior, Bollywood Cinema.

### I INTRODUCTION

The trend of advertising the product started in the year 1869. N.W. Ayer & Son was the first full-service advertising agency that started advertising the product. The advertisement gradually entered into the market. Every owner desires to differentiate its product from the competitors by using various forms of advertisement. The traditional advertisement has a huge impact on the mind of the consumer. Advertisement used to influence their buying behavior. With the time customer have found the advertisement is being deviated from its objective. They were not able to influence the customer in purchasing the product. The consumer has a limited choice available for the product and brand. Globalization bought various brands and competitors have entered into the market. Media atomization and increase in competition have made the advertiser think and built a different and effective way to interact and communicate with the customers.

In order to take the attention of the customer back various new technique evolved. The mode of promotion and communication tools has been changed. They tried to modify the existing line of advertisement. Advertising strategies have been changed into a new line.

The consumer wants to follow the trends of their favorite celebrities and it has given birth to product placement. Product placement is considered as the most powerful way to attract the customer. Product placement is a platform where the advertiser, company come together in order to trade certain products. Advertiser creates a sight view where a celebrity or the model uses the product or either it is shown in the bay ground. In 1930s brand placement

were considered as a movie prop and some amount was given as a donation to film producer (Nelson & McLeod, 2005). But in the early nineteenth century the advertisers, as well as the company, have placed the product into novel narration which becomes popular. Sargent and colleagues (2005), has studied the visual aspects of a cigarette brand in the top 25 U.S. box-office films for each year from 1988 to 1997 (250 films total). The study concluded that out of 250 films, 80 films (32%) hold the cigarette brand. It also stated that apart from that appearance of the cigarette brand, on an average 18 brand per film was found in top films in 1989, and 14 placements per film were notable among the top films in 1991.

According to Homer and Miles (2009), product placements are product or service fits by itself. The positioning of the product in the movie or films is known as product placement. Kamleitner and Jyote (2013) stated that it is the editorial content where product and brand are placed purposefully for promotion and recall. Product placement is a tool which advertises the product without any interrupt or missing the storyline. It features product, logo, quality, and features about the product. It highlights the attribute and characteristic of the brand and product. Many researchers have studied the topic in reference to the company and its benefit to them but still, consumers are left aside. This research mainly focused on putting a light on the impact of product placement in films towards their buying behavior. The appearance and advertisement of the product by the film star in the movie is known as product placement. Film stars have made iconic status in India because of the love and passion to be like them. Films have a huge impact on the mind of the viewers. In order to reach newer customer product placement in films fits well. Placement of product in the movie is

not a new concept. It is a way through which message can be delivered to the audience without can hindrance. McCartney (2004) stated there would be positive enhancing when there is high involvement of the viewers but at the same time if the plot is not able to link. Lord and Gupta (2002) explained that the viewer can recall the brand more when there is high involvement. In addition to that Gupta and Lord (1998) concluded that more recall would be elicited if the product and brand are placed properly.

## II LITERATURE REVIEW

Howard Luck Gossage said nobody reads ads. People will understand the things which attract time and sometimes it can be ads. We can't force the customer to buy your product what you can do is, you can create interest in buying the product. Darke and Ritchie, 2007 has considered that advertising is the deceptive and manipulative way of presenting the product. It creates distrust in the mind of the customer for the product. It has become a difficult task for the advertiser to attract and grasp the attention of the customer. They try to switch from one channel to another in order to avoid advertisement. It has been manifested that family doesn't like the commercial brakes as it acts as interrupter in their show. In order to deal with this problem, dealers are always in search of finding different ways through which they can reach the target audience and customers. From last tenure product placement is drawing the attention of the marketer. The support of entertainment marketing is taken to show effectiveness to the audience. The concept of product placement is as old as the cinemas are (Turner, 2004; Newell and Salmon, 2003). It can be understood as displaying the product or announcing the name of the product or brand in the movie seen. At first in the late 1960s, placement of the product in films was the routine task of the producer. Advertiser approaches for product placement. The advertisers either pay the cash or provide them logistics facility to complete the movie scene (Karrh, 1998). According to Lehu, 2006 Ford disbursement 30 to 40 million dollars to display an Aston Martin cars in named Die another Day (2002) by James Bond. At the same time, Virgin Cola gave the product to showcase in La boite (2001).

Mainly since the end of the 1980', several investigators have contributed to a better understanding of this communication technique coined as "hybrid" by Balasubramanian (1994) since it combines several media techniques. Its positive effect on attitude (Fontaine, 2006), behavior (Daugherty and Gangadharbatla, 2005), and especially its potential impact on brand recall (Brennan, Dubas and Babin, 1999; d'Astous and

Chartier, 2000) represent the main core of the research knowledge

According to Williams, Petrosky, Hernandez, and Page (2011), \$1.5 Billion dollars were worn out on product placement in 2005, \$2.9 Billion in 2007, and \$3.7 Billion in 2008. It is the promotional tactics used by the brand owner in which the face of the movie uses the same product. In accordance with Rajadhyksha (2004), the culture of India is reflected in the Hindi film industry. It is a sustainable hit for the product placed in the mind of the moviegoers. In 1970 Emami has placed its product and was successful in the campaign. Later on, the process of placing the product got started. With the release of Bobby in 1975, the yellow rajdoot motorcycle got famous by Bobby motorcycle to the customer. The appearance of the bike with Dimple Kapadai has created an impact on the mind of the consumer although products were not officially placed. Balasubramanian (1994) considered relationship movie maker and product owner decide the success of placement in the movie. The filmmaker creates the opportunities for product appearances which fit properly whereas the sponsor is in search of such opportunities. Continuing with the trend of promotion of products is done through songs. Brands like Zandu Balm pain reliever rub and BoroPlus anti-septic cream were poop of the super hit songs. A hit song from Dabangg "Munni Badnaam Hui" poops Zandu Balm likewise product name fevicol was featured in Dabangg. With the trends even Myntra. com, an online shopping address was also promoted in the hit movie Cocktail. With this literature, a conclusion can be drawn that product placement has a positive impact on the buying behavior of the customer.

## III OBJECTIVES & HYPOTHESIS

- (a) **Objectives-** The paper studies the features of product placement. It analyzes the effectiveness of recall on purchase intention. So the study has been drawn up in the way which answers the following objectives:-
- (i) To explore the impact of product placements in films on purchase intention.
  - (ii) To explore the impact of the recall on purchasing intention.
- (b) **Hypothesis:** H1: There is a positive impact of the recall on purchase intention

## IV RESEARCH METHODOLOGY

Sample Characteristic: A sample of 199 was taken from a population of Kopargaoan. A sample was collected on stratified random sampling. The analysis of the data was done SPSS (version 24).

**Gender**

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
1	Male	85	42.7	42.7	42.7
2	Female	114	57.3	57.3	100.0
	Total	199	100.0	100.0	

**Education**

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
1	Diploma	99	49.7	49.7	49.7
2	Bachelor	52	26.1	26.1	75.9
3	Master	46	23.1	23.1	99.0
4	PhD	2	1.0	1.0	100.0
	Total	199	100.0	100.0	

**Number of Number Watch  
Type of Movie Watched**

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
1	Once in week	91	45.7	45.7	45.7
2	Once in Month	103	51.8	51.8	97.5
3	Twice in Month	5	2.5	2.5	100.0
	Total	199	100.0	100.0	

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
1	Blockbuster	46	23.1	23.1	23.1
2	Thriller	39	19.6	19.6	42.7
3	Comedy	54	27.1	27.1	69.8
4	Action	28	14.1	14.1	83.9
5	Romantic	32	16.1	16.1	100.0
	Total	199	100.0	100.0	

(a) **Measures:** A questionnaire was designed on Likert five scales to know the impact of product placement on buying behavior. Among the question, four questions measured the factor of the purchase intention of the consumer. Correctness and completeness of the questionnaire were measured. To test the data reliability, factor analysis was done. Regression was applied to know the factor accountability for purchasing intention.

**V RESULTS AND DISCUSSIONS**

It analyses the variable of recall which has a positive impact on purchasing intention. Regression analysis was applied with the help of SPSSv 24.0 software. The overall reliability of the data was shown in table 2.

**Table 2  
Reliability of Recall**

Cronbach's Alpha	N of Items
.789	4

Reliability of the questionnaire was checked and as per the scale of Cronbach's alpha, the data is good

and reliable. It is used for describing internal consistency as follows:

- |                         |                                 |
|-------------------------|---------------------------------|
| <b>Cronbach's alpha</b> | <b>Internal consistency</b>     |
| $\alpha \geq 0.9$       | Excellent (High-Stakes testing) |
| $0.7 \leq \alpha < 0.9$ | Good (Low-Stakes testing)       |
| $0.6 \leq \alpha < 0.7$ | Acceptable                      |
| $0.5 \leq \alpha < 0.6$ | Poor                            |

$\alpha < 0.5$

Unacceptable

Nunnally 1967, recommended that when the reliability of the response exceed the estimates ( $\geq 0.70$ ) which means the questionnaire is reliable.

In our case, it is .789 which is close to good and acceptable. With this, the test of reliability got cleared.

**Table: 3**  
**Component Matrix**

	Recall
R23	.816
R22	.804
R24	.788
R21	.721
Extraction Method: Principal Component Analysis.	

**Table: 4**  
**Total Variables explained**

Initial Eigenvalues				Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.454	61.344	61.344	2.454	61.344	61.344
2	.613	15.334	76.678			
3	.493	12.319	88.997			
4	.440	11.003	100.000			
Extraction Method: Principal Component Analysis.						

**Table: 5**  
**Descriptive Statistics**

	Mean	Std. Deviation	N
Purchase Intention	6.0284	2.00455	199
Recall	1.9810	.79260	199

At the second phase collinearity of the data is checked. The data is not collinear and further regression can be processed. The regression model has entered one variable because it stated almost 29.1

% has a positive impact on purchase intention. The standard error is reduced to 1.68 which is at 95% level.

**Table: 6**  
**Correlations**

	Purchase Intention	Recall
Pearson Correlation	1.000	.543
	.543	1.000
Sig. (1-tailed)	.	.000
	.000	.

The Significant value of both Tests is greater than 0.05, thus we can reveal that the data is normal and follow a normal distribution.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the estimates	R square change	F change	D1	D2
1	.543a	.295	.291	1.68754	.295	87.312	1	209
a. Predictors: (Constant), Recall								

**Annova**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	248.644	1	248.644	87.312	.000 <sup>b</sup>
	Residual	595.185	209	2.848		
	Total	843.829	210			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Recall						

The ANOVA analysis provides the statistical test for the overall model fit in terms of F Ratio. The total sum of squares (843.829) is the squared error that would accrue if the mean of Recall has been used to predict the purchasing intention which is a dependent variable.

## VI CONCLUSION

With the above analysis, the research concludes that product placement is being accepted as a new marketing communication tool. It states that purchasing intention is influenced by the recall of the product placed in the movie. It showed a positive impact on purchase intention. Viewers are having well versed knowledge about the product placement practices. The results states that product placement create a higher recall as compare to other source of communication. Consumers are intended to purchase the new product or brands which are new to them or their favorite celebrity is using the product. It creates a strong recall in the mind of the consumer. The consumer can have even better recall of product when their role model or hero/heroine's use or advertise them. During the time of purchasing, customer recalls the product which was shown during the time of the movie. Placement of the product creates a memory in the back mind of the purchaser. When products are placed on a repetitive basis it creates a memory for the product. The memory would result in purchasing the product. The producer tries to create memories which intend the purchaser to buy the placed product. The producer should use the strategies of Active and passive to make it more effective. Viewers don't mind if the brand appears in the movie as they are not creating a disturbance in the movie. The product or brands are so mixed with the line of the movie that they don't release that product or brand is being advertised. Majority of the viewers have accepted the practice of product placement. The Acceptance of the product placement has resulted in new tool of marketing communication which helps the recall of the product easily during purchasing the product or the brand.

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