

Does Visibility Matter? The Effects of Product Placement on Brand Attitude and Purchase Intention

Medha Matta

Pathways School Gurgaon, India

Abstract

As competition in markets continues increasing, brands have moved beyond traditional advertising methods. Product placement refers to the deliberate inclusion of branded products, logos, or services within entertainment media, such as movies, series, videos, reels etc. The present study investigated whether 3 different forms of product placement - subtle, prominent and integrated placement influence brand attitude, purchase intention and decision making, as different levels of prominence of the brand impact all of these. 3 surveys were shared with opportunity sample sets of participants with (n=20, n=29, n=26) in each group. They were exposed to 3 AI generated placement images with the same brand. Then, participants answered questions about brand recall, purchase intention, and decision -making. The results showed no statistically significant difference between the three. Although, the prominent condition showed the highest numerical values for purchase intention and brand-recall. A significant correlation was found between brand attitude and purchase intention. These findings suggest that only visibility of a placement is not sufficient to influence a consumer's recall rate or purchase choices, but also the effectiveness of placement and its integration into context and plot also depends on how naturally it seems to be seen by the audience.

Keywords: Brand Recall, Purchase Intention, Advertising, Product Placement, Decision Making, Brand Attitude