

Social Impact of Product Placement Practice in Hindi Movies

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Abstract—Marketers are spending big budgets on Product Placement which is a form of advertising wherein a product or a service is shown within a motion picture, television serial or other media like computer games, books, etc. Product placement forms an integral part of the entertainment program, with the branded product embedded as natural part of the work. Most major movies today contain product placements. The objective of this research paper was to study the social impact of product placement practice in Hindi movies. The effect of product placement on social values relevant to consumer behavior was studied through a survey of consumers in Ahmedabad. The social values considered in this study were Power Distance, Conservatism, Innovation, Seeking Prosperity, Celebrity Orientation and Personal Grooming. This study aimed to help academicians, marketers, sociologists and brand managers in understanding the socio-cultural changes due to the increasing practice of product placement in Hindi movies.

Keywords: Social Impact, Movies, Product Placement