

## Impact of Country of Origin on Brand Placement Efficacy: An Experimental Investigation in Emerging Economies

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### ABSTRACT

*The present research has been an endeavour to study the impact of the Country of Origin (COO) of brand on brand placement effectiveness in different media types in India. The study investigates experimentally how the COO (Domestic/Foreign) of the placed brand in two different media types (Bollywood movies and reality TV shows) influence brand placement efficacy in an emerging economy like India. We propose that the COO and Media Type play a significant role in brand placement efficacy. The hypotheses were tested via a  $2 \times 2$  full factorial MANOVA with COO (Domestic/Foreign) and media type (Bollywood movies/Reality TV shows) as the independent variables. The results confirm that brand placement efficacy does not differ with regard to the COO of placed brand. However, Media Type does influence brand placement efficacy. Our paper bridges the gap between theory and practice by suggesting improvement in brand placement in non-traditional mass media like Bollywood movies and reality TV shows. Implications concerning both research and managerial practices are offered and are encouraging for brand managers.*

**Keywords:** Brand placement efficacy; Country of origin; Media vehicle; Brand attitude; Purchase intention.

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### 1.0 Introduction

In the present global scenario, there has been an exponential growth in the range of consumer products and brands, especially in emerging economies. Country of Origin (COO) has played a critical role in understanding global advertising strategy and examining how a brand's COO serves as an extrinsic cue to consumers (Parameswaran & Pisharodi, 1994).

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The scholarly work of Nelson & Deshpande (2013) on COO of a brand has been a huge contribution and has added new insights into the domain of brand placement. However, research in the area of COO effects on the brand placement efficacy is still in the embryonic phase. In advertising research, it has been found that information on a brand's COO matters to consumers in terms of both intentions to purchase and perceptions of quality of the brand (Magnusson, West John & Zdravkovic 2011; Herz & Diamantopoulos, 2013). Based on these grounds, we assume that within the brand placement context, the COO of the brand may influence how viewers evaluate the brand or its perceived influence in various media formats.

The practice of brand placement has grown substantially in the past decade (Kureshi and Sood 2011). The number of domestic and foreign brands appearing in Bollywood films and other media vehicles has increased considerably over time (Nelson & Deshpande, 2013).

In India, limited empirical research has been conducted on brand placement (Kumar & Balbanis, 2016; Srivastav, 2018). To the best of our knowledge, till date only one study considering COO of the brand placement has been conducted by Nelson & Deshpande (2013). However, no study has measured the domestic and foreign brand placement efficacy in different media vehicles in an emerging economy like India. It is therefore important to gauge Indian audience reactions to domestic and foreign brand placements in different mass media vehicles (Ito, 2018). Therefore, we study COO of brand placements by measuring domestic and foreign brand placement efficacy in Hindi Bollywood movies and reality TV shows. No known empirical research has gauged the way Indian audiences feel about domestic or foreign brand placements in Hindi Bollywood movies and Indian reality TV shows. Therefore, the present study finds its relevance.

The primary purpose of this study is to investigate the effects of COO of the placed brand on brand placement efficacy in Hindi films and reality shows and their interaction effect among Indian audiences. The influence of media vehicles on brand placement efficacy has rarely been explored in India (Kumar & Balbanis, 2016), accordingly, limiting our knowledge about brand placement efficacy with respect to growing mass media vehicles. The present study attempts to add to the growing body of literature on brand placement and contributes to increased understanding of brand placement efficacy with respect to various mass media vehicles. This study provides insights for researchers, marketing organisations, media houses and brand managers for strategizing effective use of brand placement as a tool for brand communications. Therefore, the above-mentioned arguments make it relevant to study brand attitudes and purchase intention in an Indian sample and the present study finds its relevance.

## 2.0 Review of Literature

The global brand placement industry has achieved double-figure growth rates in the last ten years (PQMedia, 2018). Brand placement also referred to as product placement (Fontaine, 2006), the paid integration of brands in media content (Karrh, 1998), is emerging as an alternative strategy of advertising for organizations that desire to persuade, convey and induce their consumers (Nunlee, Smith & Katz, 2012). New research studies show a growing trend towards brand placement (Guennemann & Cho, 2014; Dens, De Pelsmacker & Verhellen, 2018; Gillespie, Muehling & Kareklas, 2018). However, research in brand placement in the context of COO of the brand is still inadequate. Further, brand marketers are looking for distinct sources of media vehicle to reach their target consumers. In this context, Hindi movies and TV reality shows have become most effective media for brand placements to reach out to the audiences.

### 2.1 COO and brand placement

COO is a multifaceted concept that examines how a COO of a brand serves as a cue to consumers (Parameswaran and Pisharodi, 1994). In India, consumers are increasingly facing a choice between local and foreign brands and are particularly vulnerable to COO effects (Nelson and Deshpande, 2013). Research in the COO reveals that consumers prefer local goods to foreign ones (Heslop and Papadopoulos, 1993). However, consumers in India generally admire Western brands and images in media (Batra et al., 2000). Consumers from developing countries may perceive themselves as being less provincial and more international. They are interested in purchasing and using products of other countries because they are more concerned about material needs and interested in showing their status and wealth by purchasing and using foreign products (Kala and Chaubey, 2016).

COO has been found to have a positive influence on consumers' attitudes (Mohamad, Ahmed, Honeycutt Jr & Tyebkhan, 2000). Herz & Diamantopoulos (2013) conducted series of experiments and confirmed the automatic effects of COO information in an advertising context, finding that brand attitude is more positive when an activated country stereotype (functional versus emotional) matches the ad execution (functional versus emotional). Thus, the conceptualization of the COO effect proposes that whether or not consumers intend to use country information in evaluating brands, automatic effects occur that ultimately have an impact on both consumers brand attitude and purchase intentions.

While it is not clear that all of the questions about prior COO research have been resolved, other researchers, including Magnusson, Westjohn & Zdravkovic (2011) and Herz & Diamantopolous (2013), have argued strongly that COO research remains important. Even if consumers do not have strong knowledge of where a given product is manufactured, these scholars suggest that COO still impacts consumer perceptions and purchase intention. Providing further supporting evidence of the continuing managerial relevance of the construct, Diamantopoulos, Schlegelmilch & Palihawadana (2011) interviewed 300 UK consumers and found that COO image impacts brand perception and purchase intention. This logic, coupled with recent findings that COO information triggers automatic processing and affects consumer perceptions, suggests that continued research on COO effects is timely.

COO is considered as information that affects consumers' purchasing decision in terms of their perception toward the brand's attributes as well as their overall evaluation of the brand. COO has emerged an important topic of discussion in the young generation consumers as majority feels differences in the product quality and country of its origin. Keeping these into consideration, an attempt was made to assess the effect of brands' COO and its influence on brand placement effectiveness. Therefore, we assume that within the brand placement context, the COO of the brand may influence audiences' brand attitude and intention to purchase. Hence, we propose the following hypothesis

**H1: COO of a brand placed in different media vehicles has a significant impact on brand placement efficacy.**

## **2.2 Media vehicle and brand placement**

Among the traditional media, movies and TV have been the major mass media influencing audiences especially in advertising and promotion (Beeton, 2006). Research further reveals that audio/visual media like films and televisions have become more influential than print media due to high reliability and good accessibility of the information sources (Butler, 1990) which in turn leads to strong and potential medium for placement and promotion of brands (Srivastava, 2015).

A film without any brand placement is rarely seen nowadays. Films are now overwhelmed by brand placement e.g., a recent film 'PK' by Amir Khan contains brands like Samsung, Kamasutra condom, Philips, Maruti Suzuki, Monster.com, Nirma, Duracell etc. According to Kureshi & Sood (2011), most of the brand placement research has concentrated on films alone (33.9%). However, movies are not the sole medium for brand placements. Brand placements are increasingly finding their way into TV reality shows. TV reality shows are one of the most frequently watched programmes and their popularity is still growing (Patino, Kaltcheva & Smith, 2011; 2012).

Brand placement in movies plays a crucial role, but not in the cases of other media vehicles, such as TV programs (Guennemann & Cho, 2014). The study measured the effects of automobile brand placement in different media vehicles and found that audiences' level of brand awareness and intention to purchase of automobile brand placement in movies increases more strongly than other media, such as TV programs and video games.

According to Van Reijmersdal, Neijens & Smit (2007), media context and program genre had positive effects on brand placement responses. For instance, Nagar (2016) in her study revealed that brands placed in Hollywood movies were not as successful in generating positive consumer responses as brands placed in Hindi movies. Similarly, van Reijmersdal et al., (2010) and Karrh et al., (2003) found that program type influences the effectiveness of brand placements. Goldberg & Gorn (1987) claim that TV programs that elicit more positive emotions produce more positive responses, thus resulting in greater perceived ad effectiveness. Situational comedies provide greater flexibility for brand placements (than movies) and can be used for showing brands in a more natural setting (Ong, 2004). There is strong evidence from the industry regarding the effectiveness of brand placements in sitcoms (Russell & Stern, 2006), thus it is safe to assume that television situational comedies are a good setting for placing brands. Patel & Chauhan (2013) found that the integrated explicit brand placement is appropriate and respondents correctly notice the placed brand in movies or TV reality shows.

Prior research showed that people's attitudes toward advertising depend on the type of medium, for example, they are more favourable for print advertisements than for radio or TV commercials (Shavitt, Vargas & Lowrey, 2004). Furthermore, several studies confirmed that attitudes toward TV commercials are least favourable compared to advertising in other conventional media (e.g., radio, catalogs, out of home), because most viewers perceive them as not useful and intrusive (Shavitt et al., 2004). Based on the provided discussion the following hypothesis is offered.

**H2: Brand placement efficacy varies significantly in different media types (Bollywood Movies vs. reality TV Programs).**

### **2.3 Interaction effect**

To our knowledge, no research has investigated a possible two-way interaction of COO and Media vehicle on effectiveness of brand placement. According to previous studies by Van Reijmersdal, Jansz, Peters & Van Noort (2010) and Karrh, McKee & Pardun (2003), program types and media factors effect brand placement effectiveness. It has also been observed by Guennemann & cho (2014) that brand placement in movies

increases the level of brand awareness and purchase intentions strongly than other media vehicles.

Nelson & Deshpande (2013) found that people in India who admired Western lifestyles were more favourable to foreign brand placements than local brand placements in Hindi movies. However, to what extent brand placement effectiveness vary for local and foreign brands in different media vehicles with respect to placement in different media vehicles is not known yet. We argue that interaction of impact of COO of the brand and media vehicle have a significant impact on brand placement effectiveness which will be examined by framing the following hypothesis:

**H3: Interaction between COO of placed brand and media type has a significant influence of brand placement efficacy.**

### **3.0 Methodology**

#### **3.1 Design**

A content analysis of 7 Hindi Bollywood films and 4 reality TV programs released in India was performed to identify brand placements with respect to local and foreign COO of the placed brand. Finally, potential scenes of brand placements to be used in the experimental study were identified at this stage. A 2 (COO: Local vs. Foreign)  $\times$  2 (Media vehicle: Bollywood films vs. reality TV program) full factorial design was adopted. We followed the same experimental procedure as followed by Dens et al., 2012. Finally, two Bollywood films and two reality TV shows were selected. Bollywood films and Indian reality TV shows were selected as experimental stimulus. Same genre Bollywood films and reality TV shows were selected. Using multiple Bollywood films and reality TV shows decreased the likelihood that any results were due to the specific characteristics of any one Bollywood film/reality TV show (Peters & Leshner, 2013). Testing brands were selected from the same product category to decrease any confounding results.

#### **3.2 Pre-test and stimulus selection**

Pre-tests were first conducted in order to select 4 brand placements from recent Hindi Bollywood films and Indian reality TV programs that were deemed to be local and foreign in COO (Table 1). Video clips of 15 min containing only one brand placement were created to conduct experiments and viewing time is restricted as it may lead to respondent becoming restless. Each video clips contained only one brand placement that varied across COO of brand and media vehicle for purposes of generalizability (Gillespie et al., 2018).

**Table 1: Experimental Setup**

Media Type	COO	
	Local Brand	Foreign Brand
<b>Bollywood movie</b>	Bollywood Movie/Local brand	Bollywood Movie/Foreign Brand
<b>Reality TV Show</b>	Reality TV Show/Local Brand	Reality TV Show/Foreign Brand

*Source: Author's Analysis*

### 3.3 Selecting the featured brands and featured Bollywood movie/reality TV show segments

Bollywood movies and reality TV shows were selected through content analysis (Table 2). Short video segments approximately of 15 minutes were first created. Short video clips were used to conduct experiments, a longer duration when compared with other researchers' procedures [Barroso (2011) used 10-minute-long videos; Knoll et al. (2015) used 7-minute video clips]. Each video clips contained only one brand placement that varied across COO of brand for purposes of generalizability (Gillespie et al., 2018). Different brands were selected for experiments. The same procedure was followed by Dens et al., (2012).

**Table 2: List of Brands, Bollywood Movies and Reality TV Shows and CoO of Placed Brand: Overview**

S. No	Brand Name	Bollywood movie/reality TV show	COO of Brand
1	Haldiram's (Snacks)	Prem Ratan Dhan Paiyoo (2016)	Local
2	SAMSUNG (Laptop)	PK (2014)	Foreign
3	Amul (Dairy)	MasterChef India (Season 1, Episode 3, 2016)	Local
4	OPPO (Mobile)	Big Boss (Season 12, Episode 69, 2018)	Foreign

*Source: Author's Analysis*

*Note: \*S.No. 1 and 2 are Bollywood Movies and 3-4 are reality TV shows; COO = Country of Origin*

### 3.4 Research participants

The total sample consists of 106 subjects (52.7% Male, Mage= 23 yrs.) who were recruited from the Departments of Business and Commerce studies of a large urban Jammu University. Each experimental condition was represented by almost 26 participants and sample size was equal in each experimental condition. Student samples were appropriate as they were previously used in brand placement research and are the main target for brand placement (Peters & Leshner, 2013; Srivastava, 2018). Moreover, the demographics for movies and reality TV shows tend to gauge young, making a

student sample most appropriate (Carter, 2008). Further, studies indicate that 18 to 35-year olds are more receptive to brand placement than other age groups (Hall, 2004).

### 3.5 Questionnaire constructs

The questionnaire was primarily adopted and based on the works by Chan, Petrovici & Lowe, (2016) and Dens, De Pelsmacker, Goos & Aleksandrovs (2016) and further modified to maximize their fit. Eleven research experts in The Business School from the same university where the experiments were conducted, evaluated the scales in order to ensure its content validity. Reliability assessment showed that all the scales had adequate Cronbach's  $\alpha$ 's above 0.80 (see Table 3) and indicate acceptable internal consistency. The questionnaire was compiled in English. Table 3 presents the Cronbach's alpha for each scale used in this study.

The available research on brand placement is generally focussed on studying the effects on attitudinal or behavioural measures (De Gregorio & Sung, 2010). Therefore, the present study adopted brand attitude and purchase intention as indicators of brand placement effectiveness as it has been previously used by Chan, Petrovici & Lowe (2016). All the variables were assessed using a seven-point Likert scale (ranging from completely disagree to completely agree).

**Table 3: Reliability Coefficients of the Multi-Item Constructs**

Construct	Cronbach's $\alpha$	
	Bollywood Movie	Reality TV Show
<b>Brand attitude</b> (Matthes et al., 2007; Chan et al., 2016)	0.82	0.81
1) I like the brand placed in the movie/show		
2) The brand placed in the movie/show is a very good brand		
3) I have a favourable disposition towards the brand placed in movie/show		
4) The brand placed in the movie/show is attractive		
<b>Purchase Intention</b> (Chan et al., 2016)	0.93	0.80
1) Will search for information on the brand placed in movie/show		
2) Look for the placed brand in the store		
3) Choose the brand placed in the movie/show		
4) Recommend the placed brand to my family and friends		

*Source: Author's analysis*

#### **4.0 Procedure**

Since, most of the brand placement research was conducted in a laboratory, using students as subjects (Srivastava, 2018), therefore, a laboratory-based experiment was adopted in the current study. Participants were randomly assigned to one of the four experimental conditions. Then participants were requested to watch a 15-minute short video clip of Bollywood movie or TV reality show. The participants were not told about the purpose of the study (Brand placement research). Subsequent to being presented experimental condition, questionnaire was distributed and subjects reported their demographic data, brand attitudes and purchase intentions. There is a proposition that brand placements in films should be prior disclosed to audiences (Eisend, 2009). Therefore, using a filter item (Have you seen the movie/ reality television show before?), authors ensured that participant had prior exposure to Bollywood movie/ TV reality show. 26 samples were collected for each experiment.

#### **5.0 Data Analysis**

A multivariate analysis of variance (MANOVA) was used and identified both main and interaction effects. There was an adequate sample size for each treatment group (Hair, Black, Babin & Anderson, 2010). The Wilks' Lambda statistic was used because it is the one that is most immune to violations of the assumptions underlying MANOVA (Hair et al., 2010). All of the observed powers were above 0.80, indicating that the sample size and the effect size were sufficient to detect any significant differences that existed beyond sampling error.

#### **6.0 Findings**

##### **6.1 Hypothesis testing**

Prior to the MANOVA analyses, univariate tests and Box's M tests of the dependent variables were examined to meet the assumption of homogeneity of variance-covariance matrix, which allows for direct interpretation of results without having to consider group sample sizes and levels of covariance in the groups (Hair et al., 2010). An insignificant Box's M test ( $p = 0.67$ ) as shown in indicates lack of homogeneity of covariance matrices of the dependent variables across the levels of two independent variables at  $\alpha = 0.05$ . Therefore, we account Wilk's lambda multivariate test result. Another assumption of the correlation of the dependent variables was tested and satisfied by using Bartlett's test of sphericity. Bartlett's Test of sphericity was significant

(correlation coefficient is 0.426;  $p < 0.05$ ), indicating that the dependent variables were correlated, making a multivariate analysis appropriate.

**Table 4: Descriptive Statistics**

	Media Type	Country of Origin	Mean	Std. Deviation	N
Brand Attitude	Bollywood Movie	Local brand	4.58	.504	26
		Foreign brand	5.22	.882	27
		Total	4.91	.785	53
	Reality TV Show	Local brand	4.73	.874	26
		Foreign brand	4.82	1.179	27
		Total	4.78	1.032	53
Purchase Intention	Bollywood Movie	Local brand	4.92	.977	26
		Foreign brand	5.19	.691	27
		Total	5.06	.846	53
	Reality TV Show	Local brand	4.77	.774	26
		Foreign brand	4.45	1.160	27
		Total	4.61	.993	53

*Source: Author's Analysis*

Participants exposed to a brand placement in Bollywood movies had significantly higher degree of brand attitude and purchase intention as compared to participants exposed to brand placement in reality TV shows (see Table 4).

The hypotheses were tested via a  $2 \times 2$  MANOVA with COO of brand (Local brand vs. foreign brand) and media type (Bollywood movies/ reality TV show) as the independent variables and brand attitude and purchase intention as the dependent variables. MANOVA results indicated an insignificant effect of COO on brand placement efficacy measured by brand attitude and purchase intention ( $F_{2, 101}=2.498$ ,  $\lambda = 0.953$ ,  $p = 0.087$ ) (See Table 5), and does not support H1. Therefore, H1 predicted that COO of brand has no significant effect on brand placement efficacy.

Also, MANOVA results indicate that media type significantly influenced brand attitude and purchase intention ( $F_{2, 101} = 3.130$ ,  $\lambda = 0.942$ ,  $p = 0.040$ ), (see Table 5) supporting H2. The relationship is in the expected direction and consistent with Itoo & Nagar (2018), in that brand placement in movies leads to a higher brand attitude and purchase intention than brand placement in TV reality shows. However, media type has a marginal significant effect on brand attitude and purchase intention. Hence, H2 is slightly supported. Hence, H2 predicted that media type has a significant effect on brand placement efficacy.

In addition, results of 2 (COO: Local brand vs. Foreign brand)  $\times$  2 (Media vehicle: Bollywood movie vs. reality TV shows) full factorial MANOVA revealed an insignificant two-way interaction ( $F_{2, 101}=1.996$ ,  $\lambda = 0.962$ ,  $p = 0.141$ ) (see Table 5), and does not support H3. Therefore, H3 predicted a significant interaction effect between COO and Media Type on brand placement efficacy.

**Table 5: Multivariate Results**

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Country of Origin	Wilks' Lambda	.953	2.498 <sup>a</sup>	2.000	101.000	.087	.047
Media Type	Wilks' Lambda	.942	3.130 <sup>a</sup>	2.000	101.000	.048	.058
Country of Origin * Media Type	Wilks' Lambda	.962	1.996 <sup>a</sup>	2.000	101.000	.141	.038

a. Exact statistic, b. Computed using alpha = .05

c. Design: Intercept + Country of Origin + Media Type + Country of Origin \* Media Type

The univariate main tests were also examined. As shown in Table 6, Country of Origin (Local brand vs Foreign) has significant univariate main effects on brand attitude ( $F_{1,101}= 4.465$ ,  $p = 0.037$ ) and an insignificant effect on purchase intention ( $F_{1,101} = 0.013$ ,  $p = 0.910$ ). In addition, media type (Bollywood movies Vs Reality TV show) has an insignificant univariate main test for brand attitude ( $F_{1, 101}= 0.505$ ,  $p = 0.479$ ) and a significant effect on purchase intention ( $F_{1, 101} = 6.322$ ,  $p = 0.13$ ).

Further, interaction between the COO of brand (Local vs Foreign) and media type (Bollywood movies and reality TV shows) on the two dependent variables; brand attitude ( $F_{1,101} = 2.543$ ,  $p = 0.114$ ) and purchase intention ( $F_{1,116} = 2.663$ ,  $p = 0.106$ ) (Table VI) indicated insignificant univariate effects.

**Table 6: Univariate Results**

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Country of Origin	Brand Attitude	3.583	1	3.583	4.465	.037	.042
	Purchase Intention	.011	1	.011	.013	.910	.000
Media Type	Brand Attitude	.405	1	.405	.505	.479	.005
	Purchase Intention	5.346	1	5.346	6.322	.013	.058
Country of Origin * Media Type	Brand Attitude	2.041	1	2.041	2.543	.114	.024
	Purchase Intention	2.251	1	2.251	2.663	.106	.025

a. R Squared = .069 (Adjusted R Squared = .042) b. Computed using alpha = .05

c. R Squared = .082 (Adjusted R Squared = .055)

## **7.0 Discussion**

Our research contributes to the theory and understanding of brand placements in a global context. The current research intends to build up our comprehension of the brand placement efficacy across two different media vehicles and helps us to understand how COO of the placed brand are likely to impact brand placements efficacy. The concept of using COO of the brand in this study is valid construct and is used very rarely in earlier research on brand placement.

The hypotheses were tested via a  $2 \times 2$  MANOVA with COO of brand (Local/Foreign) and media vehicle (Bollywood movies/reality TV shows) as the independent variables and brand placement efficacy as the dependent variables which is measured by brand attitude and purchase intention in the current study. As reported in the findings, MANOVA results indicated an insignificant effect of COO on brand placement efficacy. Such result of the study suggests that the connection between the brand placement efficacy and COO is of no significance and need not to be considered while marketing brands in emerging economies like India. The results support to brand placement regardless of COO of brand in different media vehicles in India as an effective marketing communication technique to promote brands. The potential reasons for the above results to be true may be that Indian consumers put more emphasis on brands rather than brand's COO of brand (Kala & Chaubey, 2016) and in some product classes like less expensive items, consumers do not give stress on brand's COO. In addition, positive attitude toward domestic brands among young Indians do not necessarily lead to a negative perception of foreign brands (Kala & Chaubey, 2016) since foreign brand create a superior image of the brand among consumers (Den Bergh & Behrer, 2016).

Further, MANOVA results demonstrated that media vehicle significantly influenced brand placement efficacy. The relationship is in the expected direction, in that brand placement in movies leads to a higher brand attitude and purchase intention than brand placement in reality shows (Ito & Nagar, 2018). This suggests that brand placement is more successful in the Bollywood movies as compared to Indian reality TV shows. Therefore, marketers need to consider media type very carefully before placing brands. The reason for above facts to be true may be that Bollywood films are qualitatively different from reality TV shows (Gupta & Lord, 1998). Both the media types are different in content and duration. However, there are certain advantages of brand placement in movies (e.g., diverse choices and close integration into storyline). Further, brand placement in reality TV shows had some limitations such as size of the screen, limited audience and specific product categories (Guennemann & Cho, 2014).

In addition, an insignificant interaction effect between the two independent variables on brand attitude and purchase intention could be observed. This suggests that audience responses towards local verses foreign brand placements in Bollywood movies verses reality Tv shows of could not be influenced.

The current research contributes to the literature as it demonstrates COO of brand does not infaunae the audience response towards the brand placement efficacy. However, the main contribution to the theory is that media type can influence the brand placement efficacy. This shows that differences in media type can lead to different audience responses to the brand placement efficacy. Most audiences would show a positive change in brand attitudes and purchase intention towards brand placement in Bollywood movies and TV reality shows. However, for brand placement efficacy, it can be concluded that Bollywood movie is the best medium. Since Bollywood movies can drive the message home to all categories of movie viewers swiftly and effectively.

## **8.0 Implications**

Implications of this are important and encouraging for brand managers and advertisers. From a theoretical viewpoint, the current research intends to build up our comprehension of the brand placement effectiveness across two different media types and helps us to understand how COO of the placed brand are likely to impact brand placements efficacy. The current research contributes to the literature and demonstrate that different media types can influence the brand placement efficacy. The current research contributes to the literature and demonstrate that COO has no significant effect on brand placement efficacy. However, media vehicle has a direct impact on the brand placement efficacy. From a managerial perspective, domestic as well as foreign brand managers should explore various Bollywood movies and various genres of movies to create a favourable brand attitude as well as purchase intention towards the brand in their marketing strategies for the Indian market.

## **8.1 Limitations and future research**

Although laboratory-based experimental settings are suitable given the study's objectives, the results here may still be limited by some constraints. For example, few respondents reported that they could not hear or see the video clearly. However, these respondents were excluded from further analysis. Consequently, the study should be replicated in different circumstances with more realistic settings to enhance the generalizability of the findings (Chan, 2015).

We would expect similar results for various media types with similar characteristics (e.g. TV serials, YouTube Videos, Web Series). However, as only two media types were studied here, the results should be treated with caution. Future research could also extend to different media types with different characteristics like Amazon prime, Netflix to establish the boundaries of these findings. The popularity of Amazon prime and Netflix may be of particular interest to researchers. Future studies may extend to a wider national sample of consumers.

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