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Tanu S. Narang
The use of product placement has increased rapidly over the last few years. A new industry has recently developed around this promotion technique known as product placement. Today's consumer is inundated with advertising everywhere: television, radio, billboards, magazines, buses, newspapers, the Internet... And these are just the usual suspects. More and more ad-space is popping up every day. From people walking down the street wearing signs, to flyers on our cars and in our mailboxes, to ads on the ATM screen as we wait for it to dispense our cash -- we see ads all day, every day. People are constantly being exposed to advertisements in different forms, regardless of where the advertisements may appear. However, the development of new technology and the escalation of alternative media have made the target audience more difficult to reach. Audience sophistication, zipping, zapping, muting of commercials, media-multi tasking, the Internet and digital television, all of which may signal the death of the traditional television advertisements. Looking at this situation Product placement is an important emerging area of marketing communications and is becoming increasingly important in practice.

This fact is one of the main reasons for the boost of product placement in movies. 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. It is an advertising technique in which the companies pay a fee or provide service in exchange for a prominent display of their product. Product placement appears in plays, film, television series, music videos, video games and
books. Product placement occurs with the inclusion of a brand's logo in shot, or a favorable mention or appearance of a product in shot. This is done without disclosure, and under the premise that it is a natural part of the work. Most major movie releases today contain product placements.

From this the purpose of this thesis became to provide a better understanding on how product placement is used in Hindi movies today. To reach this purpose, nine research questions were stated to examine the recall, recognition, acceptability, ethical aspects, realism and credibility factors of product placement in Hindi movies. Based on these research questions, a literature review was conducted, resulting in a conceptual framework that presented the data to be collected. A Descriptive study, research methodology was employed with data being collected from young adults within the age group of 18 to 30 years, as these youngsters being avid film viewers as well as the most influenced group. Sample size of 300 within the Surat city was collected. Applying certain statistical test such as chi-square, t-test and Anova tests the findings show that there are different modes of presentation affecting the viewer in different ways.

Moreover, it became apparent that product placement has many benefits over traditional advertising, but there are a number of factors to be considered when using it to promote a brand such as integration in the film script, not loosing the creative aspect of the movie, product placement not becoming too intrusive that the film attendees may develop negative attitudes towards the brand.