Major Research Project

ON

Comparative Study of Practice of Product Placement In Hindi Movies and Hindi Web Series

Submitted By:

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MBA (2018-2020)

Under the guidance of:

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CERTIFICATE FROM GUIDE

This is to certify that the project titled **"Comparative Study of Practice of Product Placement in Hindi Movies and Hindi Web Series"** is an academic workidone by "**PREETI SINGH** " submitted in partial fulfilment of the requirement for the award of the degree of "**Master of Business Administration**" from Delhi School of Management, under my guidance.

To the best of my knowledge and belief, the data and information presented by her in the project has not been isubmitted earlier elsewhere.

Dr. Vikas Gupta

Assistant Professor

Delhi School of Management

Delhi Technological University

DECLARATION

I, **Preeti Singh** , student of MBA 2018-20 Batch of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that the Project titled**"Comparative Study of Practice of Product Placement in Hindi Movies and Hindi Web Series"** submitted by me in fulfilment of the requirement for the award of the Degree of Masters of Business Administration is an original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. The report is not being submitted to any other university for the award of any other Degree, Diploma and/or Fellowshi

ACKNOWLEDGEMENT

The opportunity provided to me by my college, Delhi School of Management, of carrying out my research is one that holds high esteem and a great chance for learning and enhancement of my present knowledge. Therefore, I consider myself in extreme luck that I was offered this opportunity and provided with this unique and enriching opportunity to learn from some of the best in the respective field.

Il would also like to use this opportunity to express my deep gratitude and a special thanks to my mentor, **Dr. Vikas Gupta** for the unending support.

Sincerely,

Preeti Singh

2K18/MBA/072

EXECUITIVE SUMMARY

I, Preeti Singh (2K18/MBA/072),a student of Delhi School of Management- DTU, pursuing Masters of Business Administration has worked on my project titled "**Comparative Study of Practice of Product Placement in Hindi Movies and Hindi Web Series**"

The research was conducted to find out the similarities and differences between the Hindi Movie Industry and Hindi Web Series Industry with reference to the Practice of Product Placement.The researcher has first understand the concept and theoritical background of the the term product placement by reviewing the literature avaialble on product placement. Content anlaysis method were used for the purpose of this Research . 10 Hindi Movies released in last 25 years and 10 Hindi web series were added in the sample of the Research. The content anlysis was done on the basis of number of products placed ,the sub-categories of product placed , the duration of the product placement , the assocaition of brand with the primary charcter of the movie, integration of brand with the storyline.

T-test and chi-square tests were performed for the purpose of statistical analaysis. The chi-square was performed to find out if there was any significant difference in web series and movies with respect to brand integration with storyline. The null hypothesis was defines as there is no significant difference between the two industry with reference to integration of brand with storyline. The chosen significance was a=0.05. The p value was come out to be way less than the chosen significance value so the null hypothesis was rejected. The statistical analysis showed that there is significant difference between Hindi movies and Hindi web series with reference to brand integration with the storyline.Statistical analysis showed that there is no significant difference in the appropriateness across the two industries.

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CHAPTER 1

INTRODUCTION

Product placement was defined by Steortz(1987) as the practice of including brand, package, trademark of the product within Movies, Television and Music video. Balasubramanian (1994) defined Product Placement as a paid message which aimed at persuading the audiences through planned entry of products in the movie or television shows. This research was conducted to identify the difference and similarities between the practice of product placement in Hindi Movies and Hindi Web Series. The concept of product placement was not new for the Hindi Movie Industry as the first product placement was identified in 1955 in Shree 420. Although the concept of Product Placement was there from 1955 in Hindi Movies but it got recognized in the movie Taal in 1999.According to Kripalani (2006), placing a brand in the movie for money was started in late 90's.In the movie Taal brand Coca-Cola was placed in the numerous scenes, the main character of the movie had seen mention the brand name in few scenes Kripalani (2006) stated that "Movie industry is a two-way street. Movies show the custom and culture of the Indian society and have set societal trends. Indian audience is generally passionately connected with the onscreen superstars and these people are highly influenced by their costumes, style and fashion trends". There is lack of literature available in the context of product placement in initial Hindi Movies. Some movies in early 90's featured few brands but no information is available in regards to whether the product was placed in exchange of Money or not.

The advent of web series in India was in 2014 with the TVF original show 'Permanent Roommates" was highly appreciated by the Indian audience because of its simplicity. The commonfloor.com was associated with permanent roommates' season 1 and Ola Cabs was placed in Permanent roommates season 2. In 2016 Tata associated with TVF web series 'Tripling', the story of tripling was about three siblings chandan . chitvan and chanchal who went for the unplanned trip to meet their Parents .According to the Marketing head of the Tata Motors as the story revolves around the adventurous trip the Tata Tiago will become the character of the web series not just the vehicle. The reason for this association is the popularity of TVF shows among Indian youth

For the purpose of study 10 Hindi Movies and 10 Hindi web series were selected in the sample. . Content Analysis method was used by researcher to answer the research questions. For the evaluation of product placement, it is necessary to evaluate its elements and to organize them into different categories. Galician and Bourdeau (2004) research on how the practice of product placement has changed over the years was used to define the product placement elements..15 elements of product placement have identified to provide a common basis for comparison between the practice of product placement in Hindi Movies and Hindi Web series. These product placements elements were used to answer the research questions.

1.1 Purpose of the Project

The purpose of this project is to compare the practice of product placement in Hindi Movies and Hindi webseries.The research conducted by Shruthi Gokhale (2010) was used as the basis of analytical framework to examine Product Placement The research was conducted to answer the questions such as what was the prominent brand appears in Hindi movies and as well as in Hindi web series; were there any latest trend used by Marketer in context of Product placement; was there product placement that was common in both the industries ? The study observed the number of product placements, the level of product placement, the type of product placement & the time duration of brand appearing onscreen. Overall the research was directed to find out the resemblances or dissimilarities between the product placement in Hindi Movies and Hindi Web series.

For the purpose of analysis 10 Hindi Movies were selected released in the last 25 years. The bases of selection of movie were the box office collection and the popular among the audience. The movies were selected from different genre including Romantic, comedy, Action, thriller, Romantic-comedy,

For the purpose of analysis 10 different web series were selected which includes Permanent Roommates 2, TVF Tripling 2 , Girl in the city season 1 , Kota Factory , 2 by 3 , cubicles , Yeh meri Family , What the Folks, college romance and TVF Pitchers.

There were some journals available on the concept of Product Placement in Hindi Movies as well Product Placement in web series but no researcher had touched upon the comparative analysis of Product Placement in these two industries. This study however is different.

1.2 Organization of the Project

In terms of organization of the project, chapter 2 provides the relevant literature related to the product placement, and it also provide the brief history of Product placement in Hindi Movies and Hindi Web series. Chapter 2 also includes the analytical framework given by other researchers.

Chapter 3 give information about the method used for the research which includes samples of Hindi Movies and Sample of Hindi Web series, the measures and the definition of measures. 10 Hindi movies and 10 Hindi Web series were selected in the sample of the research. Nine Product Placement elements were recognized to conduct a comparative analysis of product placement in Hindi Films and Hindi Web series.

Chapter 4 provides relevant information related to result of the study. Detailed analysis of nine element of Product placement is done in chapter IV. This chapter also includes statistical tools used to answer the research questions.

 Chapter 5 of the research includes the brief summary of results and conclusion.. This chapter emphasis on the impact of the research on the product placement in both Hindi Movies and Hindi Web series and it also includes the section of how this study contribute to the literature related to Product Placement.

CHAPTER 2

REVIEW OF THE LITERATURE

To do the comparative analysis of product placement in Hindi Movies and Hindi Web series, it is significant to define Product Placement. Literature review starts with defining the term product placement in detail. It then provide the brief overview of Hindi Movie Industry and Hindi Web series industry and at the end literature review gives information about the practice of product placement in both the Industries.

2.1 Definition and Meaning of Product Placement

Product placement was defined by Steortz (1987) as the practice of containing brand, package, trademark of the product within Movies, Television and Music video.

According to the research conducted by Kurtz and Boone (1998) stated that to have an effective communication with the target market, it is significant for the marketer to use different mix of promotional tools during the development of the Promotional strategy. In this research, Researchers also said that the communication link between the user and the seller of the product is known as 'Promotion'. The message related to the product can be directly or indirectly communicated to the user. Kurtz and Boone (1998) defined" Product placement as an indirect way of advertising."

Balasubramanian (1994) defined "Product Placement as a paid message which aimed at persuading the audiences through planned entry of products in the movie or television shows."

Product placement was defined as an integration of brands /products in return of Money by Gupta and Lord (1988).

Panda (2001) "Effectiveness of Product Placements in Indian Films and its Effects on Brand Memory and Attitude with Special Reference to Hindi Films" , gave information about the reason behind the placing of brand in the film with mainly focus on Hindi Movies and effectiveness of these product placements on Brand recall value in the long run.

Kripalani (2007) "Trendsetting and product placement in Bollywood film: Consumerism through consumption" specified that "product placement in films helps the producer as it reduce the production cost as well as the promotion cost."

Homer (2009) " The impact of placement type and repetition on attitude" suggested that the type product placement and reputation interrelate to impact Brand.

2.2 Classification of Product Placement

Přikrylová and Jahodová (2010) classified product placement on the basis of audio-visual works in following ways:

- Dominant shot (apparent, on-set placement)

Dominant shots directly focuses on the product in an audiovisual way so that it will appears clearly on the screen and audience can easily identify the Product.

- Verbal Product Placement (Audio Placement)

In Verbal Product placement the character of the movie talks about the features of the product. For Example, In Chennai Express the leading actor mention the features of Nokia Lumia.

- Active Product Placement (Audio-Visual Product Placement)

In Active product Placement actor or actress of the film used the brand in the film. For Instance, Anushka Sharma used Canon camera in the movie Jab tak hai jaan and Farhan Akhtar used Royal Enfield bike in Bhaag Milkha Bhaag.

- Passive Product Placement (Visual Product Placement)

When product was just placed in the background without any verbal mention of the product in the movie by any of the character is known as Passive Product Placement.

Lehu(2007) described four different types of product placement which are as follows:

Classic placement is based on camera view on the product or brand ; it is low cost promotional tactic as compared to others. The drawback of using classic product placement is that your product might get unnoticed by the viewer if the movie has so many product placements. Example of classic product placement is placing the brand Nike in the movie yuvaraaj(2008)

Corporate placement emphasizes more on brand than the product. It is quite easier to place a brand in the movie rather than placing the product in the movie. For instance placing brand logo in the background in one of scene of the movie like billboard of make my trip in the movie Half Girlfriend.

Evocative placement is a subtle form of placing a product in film without actually mentioning and visually presenting the logo of the brand in the film. This type of product placement is suitable for those brands which have unique designs which can easily be identify the viewers.

Stealth placement type of placement was described by lehu(2007) as highly discrete and subtle form of placement .This type of placement is generally suitable for fashion related brands.

2.3 Purpose of Product Placements

2.3.1 To increase Brand Awareness

Study conducted by Nielson Media showed that Placement of product or brand in Television shows increase brand Awareness by 20%.. Liu and Tsai research of Product placement stated that higher brand awareness results in higher brand recall and strong intension of buying when certain level of brand awareness attained by the brand then the positive attitude towards the product placed also start increasing.

2.3.2 Gain of Goodwill of the sponsor by associating with particular television show or movie

By placing a brand in the Movie or television the sponsor can increase its goodwill and can also advertise the product to the large number of people. If the show is successful it can increase the visibility of the Brand.

2.3.3 To upsurge Brand Recall

Study had shown that audiences were able to recognize and recall the brand with the help of recall aided measures. Brands placed during the prominent scene of the movie had more recall value as compared to product placed in other scenes. In addition, showing the brand in the starting few minutes of the movie with one or more verbal mention enhances the brand recall. Web series shows better brand recall than reality shows.

2.3.4 To achieve higher brand salience

According to the research conducted by Gupta and Gould placing the brand smartly in game shows have higher brand recall value, in particularly product placed in the beginning of the game show.

2.3.5 To bring preferred change in consumers' attitudes or overall evaluations of the brand

Lack of research is available in the context of influence of product placement on attitudes, preferences and emotions of consumers. Argan, Velioglu, and Argan said that "People pays attention to brand placement while watching movies or television shows and also buy product on the basis of which celebrity in the film was associated with the product".. Sung and de Gregorio (2008) research showed that students of college had positive attitude towards product placement ,but product placement in movies were more acceptable as compared to placing product or brand in songs and online video games

2.4 Primary Product Placement Strategies

According to the study conducted by Astous and Sequin in 1999 and Panda in 2004) , there are three types of product placement strategies:

2.4.1 Implicit Product Placement Strategy

When a product is placed in a scene and no verbal attention will be given to the brand or product is comes under implicit product placement strategy .The second type of implicit product placement includes when the logo of the brand passively presented in the scene with only clear visibility and no demonstration of product will be given in the movie. For example sharukh khan wearing gap tshirts in kuch kuch hota hai(1998).

2.4.2 Integrated Explicit Product Placement Strategy

Brand play an active role in the movie and it is formally communicated in the movie. Features of the product or brand are clearly mentioned in the movie. For example in the movie Ki and Ka , Saffola brand is placed , the main protagonist is working as Marketing Manager of Saffola. Panda (2004) stated that" explicit product placement is more effective as compared to implicit product placement"

2.4.3 Non-integrated explicit product placement strategy

When product is expressed formally but not integrated with the plot of the movie is consider as nom=integrated explicit product placement strategy. For example the show is sponsored by Tata.

2.5 The History of Indian cinema and Bollywood

In July 2003 the term Bollywood to define Indian cinema was accepted by Oxford Dictionary .The term Bollywood first time used by BBC in the coverage of the Movie Lakhan (1989)..According to the research conducted by Thomas (2005) ,only American and European films were distributed in India until 1990. First Indian feature film were based on Indian Gods which was known as Raja Harishchandra(1913) According to research conducted by Kaur and sinha in 2005 , Raja Harishchandra Film had not impacted equally to the different strata of Indian society but it had started the era of motion pictures .90% of the films that was distributed in Indian Market is either European or American films until 1920. Indian cinema had taken few years to grow and finally in the year 1931, Indian cinema came up with the first sound film which was Alam Ara (Thomas 2005)

 Early Indian directors and producers were highly inspired by European and American cinema. European cinema had such a powerful impact on Phalke that he was gone to Europe more than three times. One of the early director, Himanshu Rai was trained in one of the well-known studio of Germany, UFA (Thomas 2005) Wadia brothers had started their own production house known as Wadia Brothers Productions. Wadla brothers were able to make an impact on Indian cinema by the mid 1930's.

In 1935, Himanshu Rai with his wife Devika had started his own studio that was Bombay Talkies, the studio produced its first film and released it in 1936 named as Achhut kanya (Thomas 2005). Earlier India films were showed the social and economic situation of the country according to the several researches done by Kaur and Sinha (2005) and Mishra (2002). Wadla Brothers had also talked about Indian freedom fights in his numerous film, one of such example is Himmatwali (1935) , the story was revolved around the woman who had fight for her freedom. Indian cinema was taking place with mythological cinema in the early 1920's and turned into the social genre cinema by 1930 and till 1960 Indian cinema was about showcasing the Indian Society situation in films after 1960 the trend of Amitabh Bacchan's had started .In the start of 1990 Indian producers and director had started focusing on Romantic films and from then the trend of romantic films continued (Kripalani 2006).

2.6 Product Placement in Bollywood Movies

 Kripalani (2006) stated that "Movie industry is a two-way street ". Movies show the custom and culture of the Indian society and have set societal trends. Indian audience is generally emotionally connected with the onscreen superstars and these people are highly influenced by their costumes, style and fashion trends. There is lack of literature available in the context of placement of product or brand in early Hindi Movies. Some movies in early 90's contained few brands but no information is available in regards to whether the product was placed in exchange of Money or not.

The first product placement which was noticed in Hindi Movie was the brand Coca-Cola in Shree 420(1955) , in the movie the lead actor came to Mumbai with a can of Coca-Cola in his hand. This placement of product can be consider as Passive product placement (visual product placement) according to the classification of product placement given by Přikrylová and Jahodová (2010)

Mobil brake fluid were placed in the movie chalti ka naam gaadi(1958) , the product placed by using the integrated explicit popularity of the movie among the audience the bike was famous as bobby's bike. This was the example of active product placement according to the description given by Přikrylová and Jahodová (2010)

Placing of product in the movie in exchange of money was started in the eatly 1990's according to Kripalani(2006). In Dilwale dulhaniya le jayenge stroh beer was placed in a movie for around 15 seconds and the beer name was also mentioned by sharukh khan in film for this product placement American beer company had paid Rs. 15 Llakhs. Hum saath saath hai (1999) directed by Soorjaj Bharhjatya was associated with coke, promos of the movie includes hum saath saath hai presented by coke , director has received 1.5 crore for this deal

Movie released in 2002 has 24 product placements of different car brands which includes Tata Motors. Safari 4 -wheel SUV etc. In Fashion (2008) several fashion brands were positioned in the Film. Dostana (2008) used integrated explicit product placement strategy as the lead character of film works for verve magazine.

Bodyguard (2011) includes brands like vaio , apple and audi. Bhaag milkha bhaag (2013) associated with brands like Amul , Royal Enfield , jabong.com etc.

2.7 Successful Product placement in Bollywood movies

2.7.1 Make my trip in Yeh jawani hai deewani(2013)

Make my trip choose an appropriate movie for association as the movie is about trip and journey. The story revolves around the trip to Manali with school friends. The movie was about friendship, Fun and travel and make my trip is also known for making your travel easy and fun. Make my trip use implicit product placement strategy as one of the scene of the movie the lead character of the film naina seeing searching for information related to tour to Manali on make my trip.com.

2.7.2 Discovery channel in Jab tak hai jaan(2012)

The main character of the movie works with discovery channel .Discovery channel used implicit product placement strategy as well as integrated product placement strategy given by Lehu(2007). In the movie Anushka sharma was directing a documentary for discovery channel; it is an example of integrated product placement. In few scenes of the movie, crew members working on the documentary with Anushka sharma have seen wearing discovery t-shirts. It is an example of implicit product placement. It shows the excellent marriage of non-=fiction (discovery channel) with fiction (Jab tak hai jaan)

2.7.3 Fortis hospital and Volvo In 3 idiots (2013)

Fortis hospital was beautifully integrated in the story line of the movie .Fortis hospital was featured in the very emotional and sensitive scenes of the movie , the main character of the movie Raju was admitted in the Fortis hospital and the main lead actress kareena kapoor works as a doctor in Fortis Hospital. In the Movie, Fortis hospital shown as a happy place and it is equipped well with the scenes of the movie. This branding exercise helps in gaining audience attention as this is the first time when the brand Fortis is using the mainline advertisement.

Volvo XC 90 was launched in the movie in red color. The marketing manager of Volvo Company said in an interview that demand for Volvo in red color had increasing after its launch in the movie 3 Idiots

2.8 Some failed Product Placements in Bollywood Movies

2.8.1 Bournvita in Koi Mil Gaya

In koi Mil Gaya, Bournvita is explicitly placed in the movie, the lead actor of the movie Hrithik Roshan have seen drinking Bournvita and also talks about its features and benefits .The placement of bournvita does not match with the storyline of the movie and it was promoted in the movie in so many scenes which disturbed the flow of the movie.

2.8.2 Nike in Yuvraaj

Nike brand placement in yuvraaj can be conspired as dominant shot placement as camera always focuses on the socks of Anil Kapoor in the movie . The placement can also be come under implicit placement strategy as the product is not the integrated part of the movie and it has seen in the background only.

2.8.3 Nokia Lumia 800 in Chennai Express

Nokia lumia placement is comes under integrated explicit product placement strategy given by Lehu(2007) as the scene in the train , sharukh khan talks about the product for more than 10 minutes . This placement is one of the failed product placement in the movie as it speaks about the features of the product but the end the lead actress of the movie throw the phone by saying 'Hai to Nokia hi na".The product placement first of all disturb the storyline of the movie, secondly it showcases Nokia Lumia 800 in negative light.

2.8.4 Pass Pass and Coke in yaadein

The Subhash ghai blatantly placed pass pass and coke in his movie yaadein . The characters of the movie have scene giving each other the mouth freshener of Pass Pass in so many scenes and it disturb the audience. Ghai used dominant shot product placement for coke in the movie, in number of scenes of the movie audience can see the coke banner, coke bottles in the background of the movie. It was quite frustrating to see the logo of the brand in every 15 minutes.

2.9 Advent of web series in India

The first web series of India was Permanent Roommates by TVF in the year 2014.'Permanent roommates' is a beautiful love story, the web series was liked by the Indian audience because of its simplicity and innocence. Indian audience was able to connect with the storyline as it is more realistic.

Permanent Roommates has more than 50 million views on YouTube. Ola Cabs is the title sponsor of second season of permanent roommates, in this the Ola cab taxi driver' Prushuttam 'was introduced who is in love with his taxi' shabnam' , the placement of the brand Ola cabs was well integrated with the content of the web series.

In 2015 TVF came up with another youth-centric web series 'Pitchers' , the story revolves around four friends who all are interested in starting their own venture. The dialogue of 'Pitcher','Tu Beer hai " is quite popular among the Indian audience.

In 2016 Tata associated with TVF web series 'Tripling', the story of tripling was about three siblings chandan . chitvan and chanchal who went for the unplanned trip to meet their Parents .According to the Marketing head of the Tata Motors as the story revolves around the adventurous trip the Tata Tiago will become the character of the web series not just the vehicle. The reason for this association is the popularity of TVF shows among Indian youth.

Dice media 'What the folks 'associated with Zoom car and Epigamia . The main character of the web series Nikhil is huge fan of Epigamia Greek yogurt, Epigamia is integrated in every episode of 'what the folks

2.10 Overview and analytical Framework

The research was conducted to analyze the differences and similarities between the practice of Product Placement in Hindi Movies and Hindi web series. Kripalani (2006) stated that Hindi movies showed the political and economic conditions of the country. He also stated that Hindi movies reflected the culture and traditions of different region of India.

The research conducted by Alpana kakkar and Kalyani nayyar titled "Analysis of Product Placement in Web series and it influence on consumer buying behavior showed that consumer had positive perception about the placing the brand in web series. The study conducted by Shruti gokhale (2010); Comparative study of practice of product placement in Hollywood movies and Bollywood movies gave the invaluable guidance for the selection and measurement of variables selected in this research. Shruti Gokhale (2010) evaluated the number of product placement, duration of product placement, primary association of the brand with the characters of the movies and web series, category and sub-category of product placed, theatrical contexts of brands and integration of brands in storyline. Kripalani (2006) study on product placement was also used to define the different variables of product placement. Method developed by Norm Marshall and Associates Inc. were used to determine the product placement levels. This method helped the researcher in this study as it helped in determined the product placement levels used by brand & how frequently the product was used. This study analyzes the different elements of product placement in selected films and web series and compared the findings in both the industry.

2.11 Research Questions

The comparative study of practice of product placement in Hindi Movies and Hindi web series was conducted to answer the following research questions:

- How many Product Placements were used in Hindi Movies and Hindi web series, and which brand appeared frequently in Hindi movies as well as in Hindi web series?

- What is the difference, if any, between practice of product placement in Hindi Movies and Hindi web series with respect to categories and subcategories of products?

- What is the difference, if any, between product placement in Hindi Movies and Hindi web series with respect to duration of visibility of brand and duration of product placement?

- What is the difference, if any, between the product placement in Hindi movies and Hindi web series with respect to primary association of the product placement and the presentation of product placement?

- What is the difference, if any, between the product placement in Hindi movies and Hindi web series with respect to theatrical context and integration to the storyline?

- What is the difference, if any, between level of product placement in Hindi Movies and Hindi web series?

CHAPTER 3

RESEARCH METHODOLOGY

The objective of the research was to find out the dissimilarities and similarities between the practice of Product Placement in Hindi Movies and Hindi Web Series. Content Analysis method was used by researcher to answer the research questions For the evaluation of product placement, it is necessary to evaluate its elements and to organize them into different categories.

The study led by Galician and Bourdeau (2004) on" How the practice of product placement has changed over the years was used to determine the product placement elements". The Study was conducted by analyzing video and audio elements of 10 Hindi Web series and 10 Hindi movies released in last 25 year were included in the sample of the research .15 elements of product placement have recognized to provide a common basis for comparison between the practice of product placement in Hindi Movies and Hindi Web series.

3.1 Sample

10 Hindi Movies and 10 Hindi Web Series were selected as the sample for the research .The sample was selected on the basis of its popularity among the Indian audience. For selecting the Hindi Movie www.boxofficeindia.com were used. Hindi movies were selected from 1995-2020. Number of views on YouTube and popularity among the Indian Youth provide the basis for selection of Hindi Web Series.

Table No.3.1.1 Hindi Movies selected in sample

Year of the release	Genre	Movie
1997	Musical Romantic Drama	DIl to Pagal Hai
2001	Musical Drama	KKK3G
2007	Sports	Chak De India
2009	Romantic , Drama	Wake up Sid
2009	Comedy	3 Idiots
2012	Romantic	Jab tak hai Jaan
2018	Romantic , Drama	Ki and Ka
2018	Comedy	Veere Di Wedding
2019	Musical Drama	Gully Boy
2020	Comedy , Drama	Angrezi Medium

Table 3.1.2 Hindi web series selected in Sample

Year of Release	Name of the web series
2015	TVF Pitchers
2016	Girl in the city
2016	Permanent Roomates season 2
2016	TVF Triplig
2017	What the Folks
2017	2 by 3
2018	Yeh meri Family
2018	College Romance
2019	Kota Factory
2019	Cubicles

3.2 Measures

25 Product Placement variables were studied to find out the similarities and dissimilarities between the practice of product placement in Hindi Movies and Hindi Web Series.

Product Category

One of 24 pre-determined categories of products was assigned the product appears on screen, such as clothing and beverages.

- **Products Subcategory**

24 categories of products were classified into different subcategories of products

- **Product Appearance Duration on screen**

Brand appearance duration on screen was noted with the help of stopwatch. Brand to be recognized by viewers need to be onscreen for around 1.5 seconds to 3 seconds. If Products is only visible on screen and not used and mention by character then information related to duration of the product appearance becomes more important.

- **Duration of Brand name Visibility**

Brand name appearance on screen duration was noted with the help of stopwatch.

- **Type of Product Placement**

Product placement was classified in following categories:

Seen: Product is visible on screen.

Mentioned: When Character of the movie or web series mention the brand name .

Used: When character of the movie or web series used the product in the Film.

- **Primary Association of brand with the character**

Product placements are also categorized on the basis of brand association with star or non-star:

With a Star: When product was used, mentioned or associated with lead characters of the movie or web series.

With a Non-Star: when brand was stated, used or associated with any other character than lead actor, lead actress and villain.

With none of character: when brand was just heard or seen in the movie without any mention by any of the character.

- **Theatrical context of Brand placement**

This product placement variables measure the context in which the product was placed in a particular scene of the movie or web series. One of three categories was assigned to each brand or product placement:

Positive: When brand or product mentioned or used in the positive context by any of the character of the movie or web series.

Negative: Character of the movie mentioned the brand in the negative context of the film.

Neutral: When brand or a product was just heard or seen on the screen. For example billboard of brand in the scene.

- **Integration of brand placement in the storyline**

This variable was used to identify if the product was just placed in the movie or it played a part in the movie

- **Product Placement Level**

Marshall had recognized three levels of product placement i.e. level 1, Level 2 and Level 3. One level was assigned to each of the brand placement.

Level 1: Brand which delivered all the six characteristics.

Level 2: Brand which delivered four of five characteristics out of six.

Level 3: Brand which delivered up to three characteristics out of six.

Definitions of characteristics which identified the level of product placement was as follow:

Appropriateness: It measured how well was the product placed in the movie and how well it served intended use of the product.

Impression: If brand name is readable and easily identified by viewer then the product placement had conveyed an impression.

Implied Endorsement: If product is endorsed or promoted by any of the character of the movie then it was coded as implied endorsement.

Verbal Reference: When product was referred positively or in neutral way in the movie in a verbal form then it was considered as verbal reference.

Brand Message: when product placement delivered a positive image of the brand then it was coded as Brand Message.

Integration: When product was connected to the storyline then it was implied as integration.

3.3: Pre –Test

To identify whether the selected product placement variable were consistent with the latest trends in Hindi Movies or not, pre-test was conducted by researcher. One Hindi Movie and one web series were analyzed under the pre –test. Two product categories were added to the existing product categories that was Finance, Broadband services and Education. In sub-category camera was added in the electronics category.

CHAPTER 4

RESULTS

4.1 Overview of Result

Total 120 brands were placed in selected movies and selected web series .Out of 120 brands 40 were placed in web series and 80 were placed in Movie. Out of the total 120 product placement few product placement is common in both Hindi movies and Hindi web series Brand like apple, Puma, Femina Magazine and Pepsi. Apple was the most prominent brand in both the industry. Apple laptop and apple iPhone and apple tablet were placed in Hindi movies as well as in Hindi web series. Brand like Puma, Nike, HSBC, Airtel, Apple appeared in more than one movie. HSBC was placed in Veere di wedding and Angrezi medium. On an average 4 products were placed in the Hindi web series as compared to 8 Brands in Hindi Movies. Transportation, clothing, Beverages and electronics were prominently placed by advertiser in Hindi Movies. Out of 90 product placement in Hindi Movies; 50 products were from the four categories. In Web series, maximum numbers of product were placed from Transportation category of product. Transportation, Beverages, websites, Entertained hold the 60% share of total product placement in Hindi Web Series. Transportation product category comprised 17% of the total share of product placement in Hindi Movies and Hindi Web series.

50 sub-categories of products was identified in this research. . Cars had 10% of share in the total product placement. In Web series 11% of total product placed in web series were corresponded to cars product sub-category. 10% of share of total product placement in Hindi movies were hold by Cars. In web series the next most popular product sub-category of product was Beer which holds 9% of the total share of product placement in Web series. TV Channels, websites and Applications had 22% share of total product placement in web series .In Hindi movies, the second largest share of total product placement were hold by Product sub –category of T-shirt, it had 9% of total share of product placement.

 Total 120 Brands were placed in selected Movie and selected web series, out of which 72 brands logo/ Name appeared on screen. The total duration of brand appearance was higher in Hindi Web Series than the Hindi Movies but the duration of appearance of brand logo /name was lesser than the Hindi movies.

Table 4.2.11 showed that advertiser were more interested in placing it brands by using used presentation as 41% of the total product placement in web series were in the form of used presentation of product placement and 55.5% of total product placement in Movies was in the form of used presentation of product placement. The combined percentage of product placement in which the product was used is 51%. Table 4.2.11 also showed that in case of web series there was very less difference between products used and seen but the difference is more in case of Movies.

Advertiser considered used form of product placement as effective. 67 products out of 134 product placement were used or mention by the main character of the Movie or web series. 17 products were placed by non-character and 50 products were just visually present in the e movie or web series. . Result

showed that from the total of 120 brand placement, 74 brand s were placed in a positive context and 43 brands were placed in a neutral way. Only 3% of brands were placed in a negative context.

Out of 120 brands placed in the movie 109 brands deliver the brand impression and only 11 brands did not delivered the brand impression.

Chi-square test was did to find out the significance of difference between Hindi movies and Hindi web series in terms of verbal reference. The chi square test showed the p value as .015 which is less than the chosen significance level. Level B was the most popular level of product placement among advertiser and very few brands placed had level A product placement.

4.2 Research Questions:

Research Question 1: How many Product Placements were used in Hindi Movies and Hindi web series, and which brand appeared frequently in Hindi movies as well as in Hindi web series?

The analysis of the study showed that 120 brands are placed in selected Hindi movies and selected web series. 80 brands were placed in Hindi Movies and 40 brands were placed in Hindi web series.. Out of the total 120 product placement few product placement is common in both Hindi movies and Hindi web series Brand like apple, Puma, Femina Magazine and Pepsi. Apple was the most prominent brand in both the industry. Apple laptop and apple iPhone and apple tablet were placed in Hindi movies as well as in Hindi web series. Brand like Puma, Nike, HSBC, Airtel, Apple appeared in more than one movie. HSBC was placed in Veere di wedding and Angrezi medium .Brand different products were also placed in a movie like Nike t-shirt and Nike Hair accessories were used by Indian player in the movie Chak de India. Castro oil and Castro active scooter were also placed in the Girl in the city web series. Out of 10 Hindi movies brand Apple was placed in Five Hindi movies which includes veere di wedding, Ki and Ka, Wake up Sid, Gully Boy and Angrezi medium. Apple brand Laptop was used in most of the movies. The numbers of products placed in Hindi Movies were more than the number of brands placed in Hindi web series. In movies same brand appeared in more than one movie but in case of web series no brand except Apple. In movies level of product placement was of level A and B .A on an average 4 products were placed in the Hindi web series as compared to 8 Brands in Hindi Movies. Web series usually associated with 2-3 brands like Girl in the city was associated with Castro and e-bay .on the other hand different varieties of brand were placed in single movie like Apple, Puma , Sony Bravia , Porsche car ,Pepsi, Nikon ,Lay's .

Research question 2: What is the difference, if any, between practice of product placement in Hindi Movies and Hindi web series with respect to categories and subcategories of products?

 Product Categories:

24 Product categories were selected and classified for the study were display in the Appendix A. 50 sub-category of product category were placed in Hindi Movies and Hindi web series. Table 4.1.2 showed that Transportation, clothing, Beverages and electronics were prominently placed by advertiser in Hindi Movies. Out of 90 product placement in Hindi Movies; 50 products were from the four categories. 56% of the total product placements in Hindi Movies were belonged to four categories that are Transportation, Clothing,

Beverages and Electronics. In clothing only international brands were placed in Hindi Movies .In clothing: the most popular sub-category was T-shirt which holds the72.72% of total share of clothing product category. In electronics Laptop was the hero with 6 placements out of 15 followed by camera and mobile phones with 3 placements each. Cars hold the 60% share in Transportation product category. In beverages Pepsi was the only brand which appeared more than once. Table 4.2.2 showed that in Web series, maximum numbers of product were placed from Transportation category of product. Transportation, Beverages, websites, Entertained hold the 60% share of total product placement in Hindi Web Series. There was no placement related to clothing in web series. Liquor was also placed four times in Hindi web series which includes brands like Kingfisher , Red bull , Budweiser .Table 4.2.3 showed that transportation product category were prominent in Hindi Movies and Hindi web series. Transportation product category comprised 17% of the total share of product placement in Hindi Movies and Hindi Web series. Electronics were the favorite choice of advertiser to place in Hindi Movies and Hindi web series. In electronics maximum share were hold by the laptop sub-category of product. Beverages were the third most prominent product category placed in Hindi movies and Hindi web series. 60% of the total numbers of product placements were from four product categories that were Transportation, Beverages, Website and Entertainment. Website was more placed in web series as compared to Hindi Movies. Only 2 websites were placed in Hindi Movies which includes Bharat matrimony.

Product Categories	Number of product Placed	Hindi Movies
		Percentage
		N=90
Transportation	15	17%
Electronics	14	16%
Clothing	11	12%
Beverages	10	11%
Media	10	11%
Publishing	5	6%
Entertainment	5	6%
Others	30	33%
	90	

Table 4.2.1 Frequency of Product placement in Hindi Movies

Product Categories	Number of product Placed	Hindi web series
		Percentage
		N=44
Transportation	8	18%
Electronics	4	9%
Publishing	2	5%
Beverages	6	14%
Liquor	4	9%
Websites	6	14%
Entertainment	6	14%
Others	8	18%
	44	

Table 4.2.2 Frequency of Product Placement in Hindi Web series

Product Categories	Number of product Placed	combined
	Combined	Percentage
		N=134
Transportation	23	17%
Electronics	18	13%
Publishing	7	5%
Beverages	16	12%
Liquor	6	4%
Websites	8	6%
Entertainment	11	8%
Clothing	11	8%
Others	34	25%
	134	

Table 4.2.3 Combined frequency of product placement in Hindi Movies and Hindi Web Series

Product sub-categories:

50 Product sub-categories were identified in the research. Table 4.2.4 showed the frequency of product sub-category in Hindi Movies and Hindi Web series .The Table 4.2.4 depicted that cars sub-category of product was popular in Hindi movies as well as in Hindi web series. Cars had 10% of share in the total product placement. In Web series 11% of total product placed in web series were corresponded to cars product sub-category. 10% of share of total product placement in Hindi movies were hold by Cars. In web series the next most popular product sub-category of product was Beer which holds 9% of the total share of product placement in Web series. TV Channels, websites and Applications had 22% share of total product placement in web series .In Hindi movies, the second largest share of total product placement were hold by Product sub –category of T-shirt, it had 9% of total share of product placement in movies. Laptop, TV Channels and Airlines comprised 13% share of total product placement in Hindi Movies. Product category of scooter / Bikes in Movies and Web series were equal .Beer placed more in web series than in movies. There is no product were placed from T-shirt /shirt sub-category of product in Hindi web series. All the brand under the sub-category of T-shirt was International Brands like Nike, Puma, GAP.

Product Sub-Category	Number of product Placed	Percentage of Product placement	Product sub-category	Number of Product Placed	Percentage of Product Placement
		In Hindi movies			in Hindi Web series
		N=44			N=90
Cars	5	11%	Cars	9	10%
Beer	4	9%	T-shirt	8	9%
Application	3	7%	Laptops	6	7%
Websites	3	7%	TV channels	4	3%
TV Channels	2	5%	Airplanes	4	3%

Table: 4.2.4 Frequency of sub-category of products in Hindi Movies and Web series

Research Question 3: What is the difference, if any, between product placement in Hindi Movies and Hindi web series with respect to duration of visibility of brand and duration of product placement?

Total 120 Brands were placed in selected Movie and selected web series, out of which 72 brands logo/ Name appeared on screen. The total duration of brand appearance on screen was split into two variables, one is total brand appearance on screen and the second one was brand logo/ name appearance on screen. The total duration of brand appearance was higher in Hindi Web Series than the Hindi Movies but the

duration of appearance of brand logo /name was lesser than the Hindi movies. Table 4.2.5 showed that the maximum duration of brand appeared on screen was I Girl in the city followed by Yeh Meri Family. The highest duration of brand logo /Name appearance on screen was showed in TVF Pitchers followed by Kota Factory. In Table 4.2.6 showed that the highest duration of brand appearance was there in the movie Jab tak hai jaan followed by 3 Idiots. The maximum duration of brand logo/name appearance on screen was in the Movie Kabhi khushi kabhi gham. The independent sample t-test was performed to compare the total duration of brand appearance and duration of apperance of brand logo/name in the Movies and Web Series. Table 4.2.8 showed that there was no significant difference in duration of brand logo/name appeared on screen in movies and web series. Table 4.2.10 showed that there was no significant different in total duration of brand appearance on screen in Movies and Web series as the p value was more than the chosen significant value 0.05. With the result of independent sample t-test it was concluded that there was no difference between product placement in Hindi Movies and Hindi web series with respect to duration of visibility of brand and duration of product placement

Web Series	Number of Episodes	Total duration of Brand Appearance	Duration of brand logo/Name apperance
		Seconds	seconds
TVF Pitchers	5	310	280
Girl in the city	13	440	280
Permanent Roommates 2	8	300	60
TVF Tripling	5	370	60
What the Folks	5	385	180
2 By 3	4	300	200
Yeh meri Family	7	438	35
College Romance	5	180	70
Kota Factory	5	405	320
Cubicles	5	310	70
Total		3438	1555

Table 4.2.5 Total duration brand appearance on screen and duration of brand name /logo appearance on screen in Hindi Web Series.

Year of the release	Genre	Movie	Duration of Brand appearance	Duration of appearance of Brand Logo /Name
			Seconds	Seconds
1997	Musical Romantic Drama	DIl to Pagal Hai	115	90
2001	Musical Drama	KKK3G	90	80
2007	Sports	Chak De India	340	240
2009	Romantic , Drama	Wake up Sid	280	180
2009	Comedy	3 Idiots	460	250
2012	Romantic	Jab tak hai Jaan	480	360
2018	Romantic , Drama	Ki and Ka	250	200
2018	Comedy	Veere Di Wedding	220	180
2019	Musical Drama	Gully Boy	220	170
2020	Comedy , Drama	Angrezi Medium	100	30
		Total	2555	1780

Table 4.2.6Total duration brand appearance on screen and duration of brand name /logo appearance on screen In Hindi Movies

Statistical Analysis: Independent Sample t-test was performed to find out is there any difference in the duration of Brand appearance In Hindi Movies and Web Series. Group 1 was considered as Web Series and Group 2 Was considered as Hindi Movies. The p values came out to be more than 0.05 which indicate that null hypothesis was acceptedand conclude that there was no significant difference between the duration of brand appearance in Hindi Movies and Web series.

Group Statistics

	Group	N	Mean	Std. Deviation	Std. Error Mean
Score	1	10	343.8000	79.72843	25.21234
	2	10	255.5000	138.97342	43.94725

Table 4.2.7: Group statistics

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
score	Equal variances assumed	2.316	.145	1.743	18	.098	88.30000	50.66580		-18.14490	194.74490
	Equal variances not assumed			1.743	14.345	.103	88.30000	50.66580		-20.12248	196.72248

Table 4.2.8: Independent sample t test for duration of brand appearance

Statistical Analysis: Independent sample t-test was performed to identify was there any difference in duration of bran logo/ Name appeared on screen in Hindi Movies and Hindi Web Series. Group 1 was considered as Web Series and Group 2 Was considered as Hindi Movies. The p values came out to be more than 0.05 which indicate that null hypothesis was accepted. There was no significant difference in the duration of brand logo/name in Hindi Movies and web series.

Group Statistics					
Group		N	Mean	Std. Deviation	Std. Error Mean
Duration	1	10	155.5000	109.55592	34.64462
	2	10	178.0000	95.42886	30.17725

Table 4.2.9 Group statistics for appearance of brand logo/Name appearance on screen in Hindi Movies and web series

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		Lower	Upper
Duration	Equal variances assumed	1.419	.249	-.490	18	.630	-22.50000	45.94471		-119.00000	74.02626
	Equal variances not assumed			-.490	17.668	.630	-22.50000	45.94471		-119.15664	74.15664

Table 4.2.10 Independent sample t test for appearance of brand logo /Name

Research Question 4: What is the difference, if any, between the product placement in Hindi movies and Hindi web series with respect to primary association of the product placement and the presentation of product placement?

Presentation of Product Placement: Galician and Bourdeau (2004) had used the types of product placement in their research related to evolution of product placement. Same variable was used in this research for measuring the presentation of product placement. The product can be presented in three ways ; when the product was used by character or non -character , when the product was mention by character or non-character and when product was just visible on the screen. This variable is directly related to the financial aspect of the product placement. When the product is used as well as mention by the character or non-character on screen the amount paid by advertiser is more as compared to when the product is only visible on the screen. Table 4.2.11 showed that advertiser were more interested in placing it brands by using used presentation as 41% of the total product placement in web series were in the form of used presentation of product placement and 55.5% of total product placement in Movies was in the form of used presentation of product placement. The combined percentage of product placement in which the product was used is 51%. Table 4.2.11 also showed that in case of web series there was very less difference between products used and seen but the difference is more in case of Movies. Advertiser considered used form of product placement as effective. Product that was used as well as mention in the web series or movies was combined in used category of product placement for statistical purposes. In case of web series the product was used as well as mention by the character, For example in Kota factory unacademy app was used as well as mention by the main character of the web series.

Presentation of Product Placement	Web Series	Movies	Combined
	N=44	N=90	N=134
	Percentage	Percentage	Percentage
Used	41	55.5	51
Seen	36	30	32
Mention	23	14.5	17

Table 4.2.11 Presentation of Product Placement in Web Series and Movies

Primary Association of product with the character: The research conducted by Galician and Bourdeau (2004) used variable of association of brand in their research. They categorize the variable on the basis of who used the product in the movie. The same variable was used in this research to find out is there any difference in the practice of product placement in Hindi movies and Hindi web series with reference to association of brand with character /non character .67 products out of 134 product placement were used or mention by the main character of the Movie or web series. 17 products were placed by non-character and 50 products were just visually present in the e movie or web series. Table 4.2.12 showed that advertise prefer to place the brand by the character of the movie or web series as 46% of the product placed in movies were used or mention by the character and 59% of the product placed in web series were used or mention by character. The second favorite way of advertiser to promote its brand in movies or web series was just by visually presenting the brand on the screen as 37% of the total product placement was comprised of visual product placement only. There is no significant difference in practice of product placement in Hindi movies and Hindi webs series with reference to association of product with character as in both the industry, most of the products were used and mention by the main character of the movie or web series and less products were placed by non-character in the movie or web series.

Association of Product	Web Series	Movies	Combined
	N=44	N=90	N=134
	Percentage	Percentage	Percentage
Character	59	46	50
Non -Character	7	15	13
No Association	34	39	37

Table 4.2.12 Product association with character in web series and movies

Research Question 5: What is the difference, if any, between the product placement in Hindi movies and Hindi web series with respect to theatrical context and integration to the storyline?

Theatrical context of Brand Placement:. Result showed that from the total of 120 brand placement, 74 brand s were placed in a positive context and 43 brands were placed in a neutral way. Only 3% of brands were placed in a negative context. Table 4.2.13 clearly showed that there is no difference in the practice of product placement with reference to theatrical context of the brand placement.

Theatrical context of Brand Placement	Hindi web series	Hindi Movies
	N=40	N=80
	Percentage	Percentage
Positive	61	62
Negative	3	3
Neutral	36	35

Table 4.2.13: Theatrical context of the Brand Placement

Integration of Brand Placement: The analysis of this element showed that there is vast difference between the practice of product placement with reference to integration of brand with the storyline in Hindi Movies and Hindi web series. The difference between the brand integrated and non-integrated in web series was 24 %.However in case of Hindi Movies the difference was quite high that was 66%.In case of web series 25 brands were non-integrated with the story line and in movies 7 products were not integrated with the storyline. The number of brand that was integrated with storyline in web series was 15 and 13 in Movies.

		Integration		Total
		Integration	Non-integration	
Industry	web series	15	25	40
	Movies	13	67	80
Total		28	92	120

Table 4.2.14 Brand integration in two industries

Statistical analysis: The chi-square was done to find out if there was any significant difference in web series and movies with respect to brand integration with storyline. The chosen significance was a=0.05. The p value was come out to be way less than the chosen significance value so the null hypothesis was rejected.

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.731[a]	1	.009		
Continuity Correction[b]	5.596	1	.018		
Likelihood Ratio	6.454	1	.011		
Fisher's Exact Test				.012	.010
Linear-by-Linear Association	6.675	1	.010		
N of Valid Cases	120				

Table 4.2.15 chi-square test for integration of brand

Research Question 6: What is the difference, if any, between level of product placement in Hindi Movies and Hindi web series?

There are three Product placement Level i.e. .Level A, Level B and Level C .The product placement were characterized into these levels of product placement on the basis of six elements. Norm Marshall and Associates had established the method for computing the product placement level. Differences between the elements were calculated before calculating the product placement level.

Appropriateness: Appropriateness of product placement was calculated on the basis of its use in the movie or web series. If the use of the product was matched with the intended use of the product then the

placement was considered as appropriate; if not match then it was considered as inappropriate product placement.

Statistical Analysis: The chi-square test was examined the difference in the appropriateness of product placement across two industries. The value of p is more than the chosen significance level a=0.05 which indicate that the null hypothesis is accepted .So there is no significant difference in the appropriateness across the two industries.

industry * Appropriateness Cross tabulation				
		Appropriateness		Total
		Appropriate	Non-appropriate	
industry	web series	32	12	44
	Movies	60	30	90
Total		92	42	134

Table 4.2.16: Appropriateness across industries

.

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.504[a]	1	.478		
Continuity Correction	.262	1	.609		
Likelihood Ratio	.511	1	.475		
Fisher's Exact Test				.554	.307
Linear-by-Linear Association	.501	1	.479		

Table 4.2.17: Chi-square for appropriateness of placement across industries

Impression: The impression level of placement of brand was computed on the basis of the brand delivers a readable image or not. Out of 120 brands placed in the movie 109 brands deliver the brand impression and only 11 brands did not delivered the brand impression.

Implied Endorsement: Implied endorsement was calculated on the basis of whether the product was used or mention by the primary character.

Statistical analysis: Chi square test showed that there is no significance difference across two industries with reference to implied endorsement. The p value comes out to be .562 which is higher than the chosen significance level of a=0.05 which means null hypothesis is accepted.

Industry * Endorsements Cross tabulation				
		Endorsements		Total
		Implied	Non-Implied	
Industry	web series	24	16	40
	Movies	43	37	80
Total		67	53	120

Table 4.2.18 Implied and non- implied Endorsement across industries

Verbal Reference: When brand was mention in the movie by the primary character or in the background.

Statistical Analysis: Chi-square test was performed to find out the significance of difference between Hindi movies and Hindi web series in terms of verbal reference. The chi square test showed the p value as .015 which is less than the chosen significance level so there is significant difference between the two industries in terms of verbal reference.

Industry * Mention Crosstabulation				
Count				
		Mention		
		verbal	Non-verbal	Total
Industry	web series	17	23	40
	Movies	17	63	80
Total		34	86	120

Table 4.2.19: Verbal reference in movies and web series

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.930a	1	.015		

Table 4.2.20 Chi square test verbal reference across two industries

Brand Message: Brand positive image placed deliver a positive message about the brand .From 120 brands placed in movies and web series 108 brands had delivered the positive brand message.

Integration: Findings on integration of brand in the story line were discussed in research question 5. Table 4.2.15 showed that there is significance difference between movies and web series with reference to integration of brand with the storyline.

Product Placement Level : Product placement level was determined by six characteristics .The method to calculate product placement level was developed by Marshall and Associates. Level A product placement conveyed the six characteristics. Level B product placement delivered four to five characteristics out of six and the Level C delivered up to three characteristic out of six. The result showed that Level B was the most popular level of product placement among advertiser and very few brands placed had level A product placement.

Level of Product placement	Hindi web series	Hindi Movies	Combined
	Percentage	Percentage	Percentage
	N=44	N=90	N=134
Level A	27	14	19
Level B	55	60	58
Level C	18	26	23

Table 4.2.21 Frequency of level of product placement in Hindi movies and Hindi web series

CHAPTER 5

CONCLUSION

Product placement in movies were present more than 100 years .The first product placement were seen in 1955 in shree 420 where the primary character was standing in front of the banner of Coca-Cola. The research conducted by kripalani (2006) suggested that Hindi movies reflect the culture, custom and tradition of the country. The concept of product placement in Hindi web series was started in 2014 with the original show of TVF Permanent roommates. Common Floor.com was associated with the first season of Permanent roommates. Galician and Bourdeau (2004) had done a content analysis of 15 movies to analyze some primary elements of product placement.Kripalini (2006) study on product placement in Bollywood movies provided the overview of product placement with reference to Hindi movies..

The research was directed to find out the similarities and difference in practice of product placement in Hindi movies and Hindi web series .content analysis were used for the study. . The Study was conducted by analyzing video and audio elements of 10 Hindi Web series and 10 Hindi movies released in last 25 year were included in the sample of the research .15 elements of product placement have identified to provide a common basis for comparison between the practice of product placement in Hindi Movies and Hindi Web series.

The study also identified the brands placed in movies and web series, number of brand placed, category and sub-category of product placed, duration of brand appearance on screen, the level of product placement and the integration of brand with the storyline of movie or web series.

5.1 Discussion

Overall, brand placements in Hindi web series very similar to the Placements in Hindi movies. However, there were some differences between the two industries.

The content analysis showed that out of the total 120 product placement few product placement is common in both Hindi movies and Hindi web series Brand like apple, Puma, Femina Magazine and Pepsi. Apple was the most prominent brand in both the industry. Apple laptop and apple iPhone and apple tablet were placed in Hindi movies as well as in Hindi web series. Brand like Puma, Nike, HSBC, Airtel, Apple appeared in more than one movie. HSBC was placed in Veere di wedding and Angrezi medium .Brand different products were also placed in a movie like Nike t-shirt and Nike Hair accessories were used by Indian player in the movie Chak de India. On an average 4 products were placed in the Hindi web series as compared to 8 Brands in Hindi Movies. Web series usually associated with 2-3 brands like Girl in the city was associated with Castro and e-bay .on the other hand different varieties of brand were placed in single movie like Apple, Puma , Sony Bravia , Porsche car ,Pepsi, Nikon ,Lay's

Transportation product category comprised 17% of the total share of product placement in Hindi Movies and Hindi Web series. Electronics were the favorite choice of advertiser to place in Hindi Movies and Hindi web series. In electronics maximum share were hold by the laptop sub-category of product. Beverages were the third most prominent product category placed in Hindi movies and Hindi web series. 60% of the total numbers of product placements were from four product categories that were Transportation, Beverages, Website and Entertainment. Website was more placed in web series as compared to Hindi Movies.

Statistical analysis showed that there was no significant difference in duration of brand logo/name appeared on screen in movies and web series. Table 4.2.10 showed that there was no significant different in total duration of brand appearance on screen in Movies and Web series as the p value was more than the chosen significant value 0.05. With the result of independent sample t-test it was concluded that there was no difference between product placement in Hindi Movies and Hindi web series with respect to duration of visibility of brand and duration of product placement.

Table 4.2.11 showed that advertiser were more interested in placing it brands by using used presentation as 41% of the total product placement in web series were in the form of used presentation of product placement and 55.5% of total product placement in Movies was in the form of used presentation of product placement. The combined percentage of product placement in which the product was used is 51%. Table 4.2.11 also showed that in case of web series there was very less difference between products used and seen but the difference is more in case of Movies. Advertiser preferred to place to product in the movie or web series Advertiser considered used form of product placement as effective.

The chi-square was performed to find out if there was any significant difference in web series and movies with respect to brand integration with storyline.. The statistical analysis showed that there is significant difference between Hindi movies and Hindi web series with reference to brand integration with the storyline.

Statistical analysis showed that there is no significant difference in the appropriateness across the two industries.

Chi-square test was performed to find out the significance of difference between Hindi movies and Hindi web series in terms of verbal reference. The chi square test showed the p value as .015 which is less than the chosen significance level so there is significant difference between the two industries in terms of verbal reference. Level B was the most popular level of product placement among advertiser and very few brands placed had level A product placement.

5.2: Contribution to the Literature

This study was conducted to compare the practice of product placement in Hindi movies and Hindi web series. The main contribution of the research was regarding product placement in Hindi web series. Although there were few researches available on the concept of product placement in Hindi movies but there was no literature available on comparison between Hindi movies and Hindi web series on the basis of practice of product placement. The concept of product placement in web series was started in 2014 with the TVF show Permanent roommates with the advent of OTT content. There are very less study available on product placement in Hindi web series.. Review of literature found no study related to comparison of practice of product placement in Hindi web series and Hindi movies. The major contribution of this study is that it is the first study to compare practice of product placement in Hindi Movies and Hindi web series.

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5.3: Direction for Future Research

This research did not analyze the effectiveness of product placement in Hindi Movies and Hindi Web series. The research can be done in future to analyze the audience reaction on product placement in Hindi web series and Hindi movies. Further research can be conducted to compare the Hindi web series with the English web series with reference to practice of product placement. The research was only concerned with Hindi movies and Hindi web series the same research can be conducted for different language movies and web series in India.

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