

1 New Trend of Promotional Strategies in Bangladesh: A Study on
2 the Acceptance and Influence of Product Placement from
3 Consumers' Standpoint

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7

8 **Abstract**

9 The study intends to contribute to a more serious understanding of consumer acceptance of
10 product placement and its influence on purchase intention of consumers. 168 respondents from
11 different cities of Bangladesh participated in the study. The methodology of the study
12 designed using the true experimental method. Collected data has been analyzed via SPSS
13 windows software version 24. This study is guided by the Theory of Reasoned Action, which
14 recommends that individual consumers' behavior is guided by their purchase intention. the
15 consumer awareness of product placement does not influence the consumer attitude toward
16 product placement significantly. It may have its impact on consumer behavior but it's not a
17 major influence. The study also suggests that consumer attitude toward product placement is
18 the most influential variable than the consumer attitude in shaping consumer purchase
19 decision and product placement may not have a huge impact on consumer purchase decision.

20

21 **Index terms**— product placement, consumer behavior, purchase intention, acceptance, attitude.

22 **1 Introduction**

23 imply, product placement can be defined as the use of a brand in media content to influence the consumer
24 behavior (Akar, 1991). To be specific, when companies pay a medium like a movie, TV show, drama or a virtual
25 game to have their brand name or product display or utilization during the movie, show or the game for a certain
26 period of time, it is called product placement (Ajzen & Fishbein, 1980). While a favorite celebrity is endorsing
27 a brand or product, it creates a positive image in the mind of consumers considering the brand or products that
28 influence consumers' perception significantly (Alba & Hutchinson, 1987).

29 An example of product placement in a television program in Bangladesh is "Ittyadi" a more than 25 years old
30 TV Show, originated and cast by maverick television host Hanif Sanket. The show pioneered in investigative and
31 thought-provoking documentaries on prolific personalities from different strata of society. Since the beginning,
32 the program used product placement in their fun games, documentaries even in music. Later several shows came
33 forward with this trend such as Close Up One, a reality singing competition to find new talent to represent
34 Bangladesh for a year.

35 Bangladeshi drama is rather advanced in placing the products in their scene and dialogues. Mostly, the
36 telecommunication companies are utilizing their products and services placed in a wide range of ways. Besides,
37 different hotels and restaurants are being used in the scene to promote their business and create a positive brand
38 image in the psyche of consumers. Some such examples are, "Vitamin T" and "Impossible 5" in 2013, promoted
39 Airtel telecommunication company of Bangladesh. Now each year on occasions like Valentine's day, Friendship
40 day, Father's Day, Mother's Day -thought to provoke short films are also becoming a possible arena for product
41 placement to the promoters.

3 LITERATURE REVIEW

42 Bangladeshi movies are not spared from product placements by the companies. One very recent example is
43 the movie named "Musafir", released in 2016 promoted malt beverage. Though the trend is fully yet to adopt
44 by the industry. But it can be considered as the new advertising avenue for the promoters.

45 Though the relationship between the consumer buying decision and consumer behavior is unclear, it has always
46 been thecenter of the marketing research. Marketers always wanted to know "who" is "who" through studying
47 the consumer behavior.

48 Leslie and Leon (2009), defined consumer behavior as the process how consumer searches for information while
49 purchasing a product, its usage, their post-purchase evaluation and how they classify products to fulfill their needs.
50 They also discussed consumer behavior based on the consumer's the four phases of a decision-making process.
51 The phases are as follows: 1) need recognition, meaning realization of a need to resolve a problem. Therefore,
52 they will 2) search for an alternative product from different sources (internal sources like past experience, learning
53 and so forth and/or external sources like marketing promotion mix). Then, the consumer will try to 3) evaluate
54 the alternative products to select the suitable product to purchase and employ it. Finally, the consumer will
55 have a 4) postpurchase evaluation which will influence their purchase behavior for arepeat buy or dispose of the
56 product. But, it should be noted that the phases may not be traced by the consumer as the problem may or may
57 not be solved by the purchase of a product. Moreover, situational factors also have an influence on the consumer
58 purchase decision.

59 Therefore, the questions that the study intends to answer are: How consumers perceive the product placement?
60 Is product placement help in brand recognition and evaluation? how great is the influence of product placement
61 toward consumer buying behavior? In Bangladesh, only a handful researches have been conducted in regards
62 to some specific industry. But in general, no research has been conducted that can suggest a strategy make an
63 effective product placement to make the brand positioning effective and stand out from the competitive brands
64 in the mind of consumers.

65 Lately, several studies on product placement have conducted consumer surveys to evaluate the impact of
66 product placement on brand awareness, attitudes, and purchase intentions (Wiles & Danielova, 2009). DeLorme
67 et al., 1999, found that consumers often try to relate the movie world to their own, which intern significantly
68 influence the consumer attitude and norms. This study intends to contribute to a more serious understanding of
69 consumer acceptance of product placement and its influence on purchase intention of consumers.

70 2 II.

71 3 Literature Review

72 To clarify the confusion and mistaken concept of product placement, the study intends to define the term and
73 its practices in the market arena by the promoters. The study also intends to supply a finite definition with
74 collective concepts and definitions used by the uppermost people in the industry to help the readers to develop
75 a fresh perception of the term, product placement.

76 A consumer certainly exposed to the product placement, while watching a movie or a TV show or playing an
77 online video game. It is actually an indirect kind of promotion, where a brand or product deliberately displayed
78 in a piece of performance, whether it is visual, oral or virtual (Karrh, 1998). Now it is common in movies and TV
79 shows, which also rapidly being used in dramas, games and music videos also. Unlike other advertising stunts,
80 product placement doesn't use expressed pitched for sale (Rohani & Nazari, 2012). A simple instance of product
81 placement is an actor driving a car with the brand and model is clearly detectable.

82 Product placement often misinterpreted as a type of paid advertisement, though, around 99% of all product
83 placement is unpaid, globally (Olejar, 2016). Hence, product placement is not an advertisement, most likely to
84 be a form of promotion. It can be any sort of audio or visual communication, including or reference a product,
85 service or a trademark so that it can be highlighted along with a consumer exposed mode of media (IPPA,
86 2009). Product placement is also recognized as "embedded marketing" (Kwon, 2012), usually found in movies,
87 TV shows, dramas etc.

88 Hence, a product placement is a form of promotional strategy in which products and services are embedded
89 in a drama, movie or TV show in a noticeable way to capture a large audience (Langner, Okazaki, & Eisend,
90 2012). Product placements are presented, mentioned or discussed within the plot of a movie/ shows/ dramas in a
91 fashion that will create positive feelings towards the product or service. Thus, the term "product placement" also
92 referred as an "embedded marketing," as it is usually found in movies, TV shows, dramas, games, plays, and so
93 on. For instance, think of the "Transporter" movies using Audi cars or "James Bond" movies using fancy sports
94 cars. This way audience develops a more substantial connection with the product and that gives the reason for
95 their purchase decision (Olejar, 2016).

96 Though over the past decades, product placement has become an interesting topic in the area of marketing,
97 the past studies of product placement are not sufficient enough ??Balasubramanian et al., 2006). Yet, those past
98 studies on product placement reflect the issue of product placement for marketing purposes.

99 Due to the evolving traditional and digital media, the role of product placement has become more significant for
100 the promoters as the product communication has become an urgent demand for the promoters (Conchar, Crask,
101 & Zinkhan, 2005). Due to the declining effectiveness of the traditional patterns of brand communication via
102 advertising, and public relations, promoters are looking for the new and innovative ways of brand communications.

103 While the consumer resistance toward traditional broadcast advertising is quickly growing, product placement
104 through digital technology has been widely extended and drawn the attention of promoters and academics
105 (DeLorme & Reid, 1999). ??ebenzahl and Segunda (1993), first studied on the consumer attitudes toward the
106 product placement. They found that consumers usually don't object to the practice of placing the product in
107 the movie plots as they saw it as an efficient technique for promoting products. But yet some of the sampled
108 population brought up the ethical issues of an excessive appearance and controversial influences of product
109 positioning.

110 While evaluating the consumers' acceptance of product placement, some specific perspectives, such as -product
111 types, gender, frequency of media viewed (De Gregorio and Sung, 2010; McKechnie and Zhou, 2003); and,
112 consumer's personality in case of initial marketing research (Caprara et al., 1993). According to the evidence
113 from ??ould, Gupta, and Sonja (2000), consumer attitude toward product placement can also be influenced by
114 the non-cultural variables, such as individual differences in gender, consumer's personality traits etc.

115 Several past studies on movie placement found that, though consumers were aware of promotion, they have an
116 open-minded attitude toward the product placement. Even many preferred product placement as it connects them
117 to their social life. Gould et al., (2000) compared the degree of acceptance of product placement in media from
118 the consumers of the United States, Austria, and France. The outcome of the study indicated that compared to
119 the Austria and France, American consumers favorably accepted the product placement and were more expected
120 to have favorable purchase intentions of placing products. But the study also identified the cultural differences
121 as the core determinants of the influential power of product placement.

122 Past studies showed several benefits offered by the product placement from the perspective of promoters and
123 media producers. Rohani and Nazari (2012) showed that product placement can help to stabilize the cost of
124 making movies or TV shows for the producers and brings reality to the plots. Again, it likewise offers a mass
125 promotion at a low cost for the marketers. But none of the studies evaluated the consumer's view (Wiles &
126 Danielova, 2009). The study intends to satisfy the gap from the consumer's perspective by evaluating their
127 awareness and acceptance of product placement and its influence on their purchase decision.

128 4 III.

129 5 Methodology

130 The study covers an extensive area of concepts that can only be covered with an inclusive combination of
131 primary and secondary data. For the purpose of the study, we looked at the previous studies regarding the
132 product placement to have a better understanding of the subject arena.

133 To get the most accurate outcome from the study, the study designed using the true experimental method.
134 Moreover, true experimental type researchers are most suitable to prove or disprove a hypothesis. As it fulfills all
135 the conditions of true experimental research design. The conditions are as follows -1) Randomly assigned sample
136 group; 2) Viable control group is used in the study; 3) Only one final dependent variable to answer the research
137 question. 4) All the subjects used in the study are given equal chances to be assigned to the both experimental
138 and control group.

139 This study is guided by the Theory of Reasoned Action, which recommends that individual consumers' behavior
140 is guided by their purchase intention. State of mind, attitude, is then shaped from that intention and he/she acts
141 from that disposition which thusly frames their view of life. Individual consumers can anticipate behavior from an
142 intention that is created intellectually; these intentions, then make us carry on instantly as a programmed reflex.
143 There are three elements that decide our intention: our attitude toward a particular behavior, our impression of
144 social measures, and our recognized behavioral control. In whole, the more confident we feel about an attitude
145 and view of social standards, the greater the behavioral control, and the more the individual will do the conduct
146 in view of his/her belief. In this study, the relationship between product placement is tested against the consumer
147 attitude, brand recognition and evaluation, and their final purchase decision.

148 A quantitative survey using questionnaires has been conducted to fulfill the purpose of the study. The
149 questionnaire contains three section. The first section includes the demographic data of the respondents. In
150 the second section, the responses in Likert scale has been collected on five important variables to measure the
151 hypothesis of the study. The third section includes a few open-ended questions to discuss and explore the
152 effectiveness of product placement from the depth of consumers' perspective.

153 The sample size for the study is N= 168, which includes the consumers of varied age and profession. The
154 respondents are selected from the Cox's Bazar area and have a tertiary educational background.

155 The variables used in the study are -Consumer Awareness of Product Placement, Consumers Attitude Toward
156 Product Placement and Consumers Purchase Decision.

157 Using the variables, we have prepared three hypotheses to test with the collected quantitative data. The
158 hypothesis are as follows -

159 6 SL

160 Null Hypothesis Alternative Hypothesis 1 Consumers positively accept the product placement as a promotional
161 strategy.

162 Consumers negatively or neutrally accept the product placement as a promotional strategy. 2

7 FINDINGS & ANALYSIS

163 Product placement has a positive influence over purchase decision.
164 Product placement has a negative or neutral influence over purchase decision.
165 IV.

166 7 Findings & Analysis

167 The questionnaire survey conducted to test our hypothesis included a small sample from different districts of
168 the country and included 168 respondents who were willing to share their perception and contribute toward our
169 study. The results of the study are given as follows- Reliability is standard when the alpha value is above .6 and
170 below .7, though there is an argument. But an alpha value more than .9 is considered as an arbitrary number
171 of variables are taken into considerations, which means the number of questions we considered in the article is
172 more than necessary. To simplify the interpretation of a descriptive analysis has been conducted, where mean
173 indicates the average response from the selected respondents. From the above table 2 of descriptive statistics,
174 regarding the consumer awareness of product placement, the mean is 3.76, indicating that the average response
175 from the respondents. The value of mean in this case denotes that respondents were aware of the products are
176 being promoted via the media plot. In the case of consumer attitude toward product placement, the mean is
177 3.76, indicating that most of the respondents have a positive attitude toward the product placement. Again,
178 with consumer purchase decision mean is 3.59, helps us to understand that respondents are positively influenced
179 by product placement while making a purchase.

180 Variability Analysis helps us to understand the distance between the mean scores of the items used to
181 compute the variables. The most common measure of the variability is the Standard Deviation. It tells us
182 the differentiation between the scores of the items used in variables. The standard deviation shows that there is
183 very little variance among the responses gathered from the selected sample population. This indicates that the
184 responses are consistent.

185 Moreover, to evaluate the normality of the data used in the study we have conducted a normality analysis
186 (Skewness & Kurtosis). As the standard usually goes that the skewness value is acceptable if it lies between -1
187 to +1 and the kurtosis value is acceptable if the value lies between -3 to +3. But there is an argument that both
188 values are acceptable if they lie between -3 to +3. Correlation is significant at the 0.01 level ??2-tailed). **

189 Considering the normality of data used for the purpose of this study a Pearson correlation analysis have been
190 conducted assuming the data set used are normal. Here we can see that when significance level is .01, all of the
191 variables have a moderate correlation.

192 From the table 3, the correlation coefficient between consumer awareness of product placement and consumer
193 attitude toward product placement is .515, indicating that the more consumer become aware of the product
194 placement the more attitude changes toward the product placement positively.

195 In the case of correlation between the consumer awareness of product placement and consumer purchase
196 decision, the coefficient is .458, which is a positive moderate relationship. This can be interpreted as the more
197 people become aware of the product placement, the more their purchase decision becomes influenced by the
198 product placement in a positive way.

199 Again, the correlation coefficient between the consumer attitude toward the product placement and the
200 purchase decision is .536, showing a positive moderate correlation between the variables. This indicates that
201 the more people grow a positive attitude toward product placement as a promotional strategy the more their
202 purchase decision positively influenced by the product placement.

203 Finally, the matrix reveals that consumer attitude toward product placement is the most influential variable
204 than the consumer attitude in shaping consumer purchase decision. But the coefficient of correlation among the
205 variables is not that much of high, which suggesting that the product placement may not have a huge impact on
206 consumer purchase decision. Regression Analysis helps to examine the impact of one variable on another variable
207 and check the impact of independent variables on the dependent variables. The value of R is taken from the
208 table of the model summary table, and value of df and F is taken from ANOVA test table while data analyzed
209 by the SPSS tool. Here, R 2 = .265, F= 59.801, df = 167, No of IV =1. In regression analysis, the R 2 , which
210 is .265, which indicates that 26.5% of the dependent variable is influenced by the independent variable. This can
211 be interpreted as that only 26.5% of the Consumer Attitude Toward Product Placement are positively influenced
212 via Consumer awareness of product placement in media.

213 The F value is 59.801 and the df value is 167, which are representing the explanatory power of the regression
214 model. To put it simply, it is indicating whether the independent variables helped to determine the dependent
215 variable or not. The value suggests that the Consumer Attitude toward Product Placement is considerably
216 influenced by the independent variable though it is not that highly significant.

217 The significance level of the variables is lower than .05 which indicates that the influence of independent
218 variables on the dependent variables is not significant. This can be interpreted as the influence of consumer
219 awareness of product placement on creating a positive consumer attitude toward the product placement is not
220 recognizable.

221 The beta value denotes that the impact on a dependent variable by 1 unit change in an independent variable.
222 Here the beta values associated with consumer awareness of product placement and consumer attitude toward
223 product placement is .515, which indicates that in the case of creating a positive consumer attitude toward the

224 product placement, the independent variable, Consumer awareness of product placement, don't have that much
225 of influence.

226 Finally, the regression model showing that the consumer awareness of product placement does not influence
227 the consumer attitude toward product placement significantly. It may have its impact on consumer behavior but
228 it's not a major influence here to prove the first hypothesis. Here, Adjusted R $2 = .325$, F = 41.158, df = 167, No
229 of IV = 2.

230 In the case of multiple linear regression analysis, the focus should be given on the adjusted R 2 , which is
231 325. This value indicates that 32.5% of the dependent variable is influenced by the independent variables. This
232 can be interpreted as that only 32.5% of the respondents are influenced via product placement as they aware of
233 product placement in media and they have a positive attitude toward the product placement. regression model.
234 To put it simply, it is indicating whether the independent variables helped to determine the dependent variable
235 or not. The value suggests that the consumer purchase decision is considerably influenced by the independent
236 variable though it is not that much of significant.

237 The significance level of the variables is lower than .05 which indicates that the influence of independent
238 variables on the dependent variables is not significant. This can be interpreted as the influence of consumer
239 awareness of product placement and consumer attitude toward the product placement on consumer purchase
240 decision is not recognizable.

241 The beta value denotes that the impact on a dependent variable by 1 unit change in an independent variable.
242 Here the beta values associated with consumer awareness of product placement and consumer attitude toward
243 product placement are .248 and .408 respectively. This indicates that in the case of consumer purchase decision
244 making, both independent variables don't have that much of influence. This is clearly not in favor of the second
245 null hypothesis we considered for the study.

246 Finally, the regression model showing that the consumer awareness of product placement and consumer attitude
247 toward product placement do not influence the consumer purchase decision significantly. It may have its impact
248 on consumer behavior but it's not a major influence here.

249 V.

250 8 Discussion

251 This study measured the effectiveness of product placement via consumer awareness and attitude toward the
252 product placements on media types such as -TV shows, movies, dramas, games and finally the effects of the
253 overall influence of product placement on consumer's purchase intention.

254 The first hypothesis of the study is to evaluate the acceptance of product placement from consumer's standpoint
255 based on their awareness of product placement. This also considered the ethical factors and the in general behavior
256 of the sampled consumers.

257 Results showed that the current audiences of Bangladesh understand that a product is being placed as a
258 promotional strategy, though they are not familiar with the term "Product Placement". There is a significant
259 level of acceptance of product placement though the reaction actually depends on their encounter ability of the
260 product in real life. When consumers regularly encountering a product and regularly, they are getting accustomed
261 to the product and actually being influenced to purchase the product to some extent. Most importantly, what
262 the study explored is that consumers are adopting the insights and use of the product from the placement in
263 movies, TV shows or in games.

264 In the case of Bangladesh, the most effective media seem to be the Dramas. Such a difference can be clarified
265 by the consumers' ability to connect the drama scenes and characters to their real-life scenarios. A statistically
266 significant result has been observed that the millennial generation of Bangladesh are more accustomed to the
267 product placement and their acceptability is quite remarkable.

268 In the case of the second hypothesis of the study, it intends to evaluate the influence of product placement
269 from consumer's standpoint based on their awareness and acceptance of product placement. This also considered
270 the intention of purchasing the product and referring the product to the influential circle of the consumers like
271 friends and family.

272 The result of the study shows that the product placement may not have a huge impact on consumer purchase
273 decision. But the fact that remains that there is a positive correlation or influence. This may be due to the
274 unfamiliarity with the placement. But what the study found interesting is that the younger people intend to
275 be influenced by the product placement by their favorite stars, especially in the case of the lifestyle products
276 placed in the media. To make it more simplified, the study reveals that the young people are becoming the "early
277 adopters" for those particular products that are placed by their favorite actors.

278 The study base that the dramas and film's perceived realism have higher plausible than that of conventional
279 advertisement methods. Most importantly, product placement extends the links between the scene and real life
280 due to the realism and authenticity added to the scene.

281 When a product is encountered via the audience in any media, it connects them with that particular product
282 to some extent. The placement is connecting the audience with the product, and the actor or actress or the
283 media itself is acting as the mediator. An intimated or perceived fact of realism is perhaps one of the primary
284 vehicles by which companies can hope to transfer a message to the public by a placement.

285 Consequently, while exploring the answers to the questions: How are consumers accepting the product

286 placement? How prominent is the influence of product placement to consumer behavior? Which factors do
287 influence consumer behavior?

288 The study came out with a model that answers the questions based on the study. The study shows that
289 product placement influences the consumer purchase decision in three phases as illustrated in figure 1. The F
290 value is 41.158 and the df value is 167, which are representing the explanatory power of the Evidence shows that
291 consumer's behavioral base is built upon the cultural differences and unique personal traits of the individual
292 consumer. In this phase, the consumer accepts the product placement in different ways. Young consumer shows
293 significant interest over the product placement, however, aged people accept it on the basis of subject and
294 embedded content of the placed product in media. Personality trait includes the factors such age, education level,
295 family, and gender. cross-cultural factors include the social values, norms, beliefs and surrounding environment
296 of a consumer such as the social orientation of the consumer. According to the reasoned action theory, these
297 factors interact with the product placement strategy and influence the self-views and decision-making process,
298 resulting in the attitude toward the product placed.

299 Acceptance of placed products may develop the purchase intention of the consumer. However, these intentions
300 are significantly influenced by the external stimulus or situational factors like availability of the product and
301 price. These two factors influence the consumers to make the final purchase decision of products placed. The
302 result indicates that product placement has a positive but insignificant influence over consumers' final purchase
303 decision. However, this also depends on the placement efficiency of the consumer.

304 Finally, the study reveals significant compliance of the reasoned action theory which illustrates the acceptance
305 of product placement and its influence toward consumer behavior, particularly purchase decision.

306 9 VI.

307 10 Concluding Remarks

308 The recent movement of product placement has become very much involved with the modern marketing
309 communication mix. Nowadays, many companies are advancing their products or brands via movies, television
310 shows, movies, music videos, or even games as their media partner.

311 Another exceptional advantage of product placement is that it can hold the audience, as there is no break
312 during commercial and it is a component of the vehicle. Consequently, audiences don't go to the trouble for
313 surfing the channels. Therefore, product placement has the huge potentiality to connect the audience with a
314 product/ service/ brand to gather exposure and mass promotion.

315 If the promoters consider the strengthening of a brand landscape, a long-term product placement might become
316 handy for brand name recognition and serve as long-term reminder advertising. So, product placement should
317 be considered as an integral part of the marketing plan along with the other techniques in the promotional mix.
318 Furthermore, Product Placement is a form of advertising that catches viewers while their defenses are down,
319 therefore, they are not as critical to the advertisement.

320 The results of the study found that consumer purchase decision is in overall not highly influenced via product
321 placement. It should be noted that for the marketer's efforts to be successful in delivering messages that the
322 target audience will understand and acknowledge, product placement can play a pivotal role in the case of movies
323 and dramas, but not in the cases of other media tools, such as TV programs, print, and video games. A repetition
324 of advertisements, in combination with strategic product placement, will create a mnemonic cue in the mind of
325 the consumer, which -in a favorable case -will lead to a top-of-mind awareness of the brand ??Belch and Belch,
326 2004). Likewise, as the results of this study show, placement, in particular in movies, increases the level of brand
327 awareness, brand familiarity, brand image, and purchase intentions.

328 An extension of this research for future investigation could be a deeper and more exclusive insight into the
329 various media, such as a stronger focus on product placement of brands solely in television programs or solely
330 in movies even in video games. Effects of product categories and specific brands might be considered in future
331 research. Regulations on product placement and public policy issues could be discussed in future research.
332 Future research could also focus on the effectiveness of combining tools such as event promotions and advertising
333 campaigns. Finally, future research could also focus on consumer response to product placement changing over
334 time and cultural differences. Cause and effect analysis and qualitative research also could be used in further
research.

1 2 3 4



Figure 1: New



Figure 2: Figure 1 ©

Figure 3:

1

Variables	Cronbach Alpha	No of Items	Revised Alpha	Revised No of Items
Consumer Awareness of Product Placement	.556	7	.603	6
Consumers Attitude Toward Product Placement	.689	7	-	-
Consumers Purchase Decision	.670	7	-	-

Figure 4: Table 1 :

2

Variables	Mean	Standard Deviation	Skewness	Kurtosis
Consumer Awareness of Product Placement	3.76	.472	-.559	1.476
Consumers Attitude Toward Product Placement	3.42	.580	-.017	-.190
Consumers Purchase Decision	3.59	.573	-.484	-.222

Figure 5: Table 2 :

3

Variables	Awareness	Attitude	Purchase Decision
Consumer Awareness of Product Placement	1		
Consumers Attitude Toward Product Placement	.515**	1	
Consumers Purchase Decision	.458**	.536**	1

Figure 6: Table 3 :

4

Variables	t -level	Significance
Attitude	.515	.733

[Note: Dependent variable: Consumer Attitude toward Product Placement Predictors: Consumer awareness of product placement]

Figure 7: Table 4 :

5

Variables	t -level	Significance
Awareness	.248	.3348
Attitude	.408	5.507
Dependent variable: Purchase Behavior		
Predictors: Attitude, Awareness		

Figure 8: Table 5 :

Figure 9:

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