

THE ADVERTISEMENTS YOU CANNOT SKIP: CONSUMER PERCEPTIONS OF
PRODUCT PLACEMENT

by

Morgan Tyler

HONORS THESIS

Submitted to Texas State University
in partial fulfillment
of the requirements for
graduation in the Honors College
May 2021

Thesis Supervisor:

Steven Rayburn

Second Reader:

Sidney Anderson

COPYRIGHT

by

Morgan Tyler

2021

FAIR USE AND AUTHOR'S PERMISSION STATEMENT

Fair Use

This work is protected by the Copyright Laws of the United States (Public Law 94-553, section 107). Consistent with fair use as defined in the Copyright Laws, brief quotations from this material are allowed with proper acknowledgement. Use of this material for financial gain without the author's express written permission is not allowed.

Duplication Permission

As the copyright holder of this work I, Morgan Tyler, refuse permission to copy in excess of the "Fair Use" exemption without my written permission.

Table of Contents

<i>LIST OF TABLES</i>	<i>vi</i>
<i>LIST OF FIGURES</i>	<i>vii</i>
<i>Abstract</i>	<i>viii</i>
<i>Chapter 1: Introduction</i>	1
Background on Marketing	1
Research Purpose	1
Summary of Chapters.....	2
<i>Chapter 2: Literature Review</i>	4
Background on Product Placement	4
Why Product Placement in Movies Matter	5
Product Placements Deals: Marvel and DC	7
Study on Consumer Perceptions.....	9
Contribution of this Study	10
<i>Chapter 3: Methodology</i>	12
Chapter Purpose.....	12
Research Technique.....	12
Survey Questionnaire	14
Chapter Summary	16
<i>Chapter 4: Results</i>	17
Self-Reporting Data Results	17
Survey Data Results.....	19
Correlations.....	20
Comparison of Man of Steel to Avengers Endgame	21
Regression.....	23
<i>Chapter 5: Analysis</i>	27
Self-Reporting Data Analysis.....	27
Risk of Product Placement	28
Promotional Marketing Campaigns	30
Self-Reporting Results Summary.....	32
Survey Data Analysis.....	33
Correlation	33
Comparison	35
Regression.....	37
Survey Results Summary.....	38

<i>Chapter 6: Limitations</i>	40
Chapter Purpose.....	40
Breakdown of Limitations	40
Chapter Summary	43
<i>Chapter 7: Conclusion</i>	44
Chapter Purpose.....	44
Summary of Research.....	44
Implications for This Research.....	45
Next Steps for Research.....	46
<i>References</i>	47

LIST OF TABLES

Table	Page
<i>Table 3.1 Survey Questionnaire: Likert scale and fill in the blank</i>	14
<i>Table 3.2 Survey Questionnaire: multiple choice</i>	15
<i>Table 4.1 Man of Steel Product Placement</i>	17
<i>Table 4.2 Avengers: Endgame Product Placement</i>	Error! Bookmark not defined.
<i>Table 4.3 Correlations</i>	20
<i>Table 4.4 T Test/ One Sample Statistics</i>	21
<i>Table 4.5 One-Sample Test</i>	21
<i>Table 4.6 Dependent Variable of Purchases</i>	23
<i>Table 4.7 Dependent Variable of Impact</i>	24

LIST OF FIGURES

Table	Page
Figure 4.1 Avengers: Endgame Product Placement Recollection break out by Man of Steel Product Placement Recollection	21
Figure 4.2 Purchasing as Dependent Variable	25
Figure 4.3 Impact as Dependent Variable	26

Abstract

This research examines the effect product placement has on consumer perceptions. The understanding of how product placement in media can change the way people view both the products and the media itself has been a primary focus in the marketing field. The starting point for my research is based on the question: What is the effect on consumer perceptions in regard to product placement? I focus my research on comparing and contrasting the product placement within two popular movie franchises in order to view its effect of consumers' perceptions. To answer my research question, I use quantitative analysis with survey data along with secondary and supplementary research from academic journals and articles. Research findings suggest, people recognize product placement and this causes them to think or feel a particular way about the movie or the company. This is potentially due to a variety of reasons including: product placement impact, the distraction of product placement in movies, or product placement increasing brand awareness. This research provides insight on the effect product placement marketing viewed in mainstream media has on consumer perceptions.

Chapter 1: Introduction

Background on Marketing

One of the biggest hurdles marketers have to deal with on a daily basis is consumer behavior. Consumer behavior consists of many factors such as psychological factors, social factors, cultural factors, personal factors and economic factors. The focus of this study is based on an element within the psychological factor known as perception. Consumer perception is a major factor that influences consumer behavior (Sroka, 2020). Consumers decide how they feel about a brand, product or service based on whatever perception it gives them at the time. Consumer perception is constantly changing due to general societal views along with the ability of individuals to adapt to their environment. When talking about product placement, consumer perception is one of the most if not the most important influencer. How people think about a certain things determines how they view the product itself and wherever the product is placed within media. This study targets the idea on how product placement effects consumer perceptions in movies.

Research Purpose

Current studies on consumer perceptions tend to focus on one matter whether that be product placement in film, consumer perception of specific brands, or consumer perceptions of marketing. This study focuses on consumer perceptions of brand placement to better understand the importance and impact of product placement within film. First, the literature review will provide background knowledge of prior research on the subject of consumer perception, product placement and marketing. Following the

methods will be described, Then, research results will present quantitative and qualitative data in order to connect previous studies to this study as well as illuminate on consumer perceptions specifically of product placement in the Marvel and DC franchise.

This research is important because it contributes to existing data and literature regarding consumer perceptions on product placement as a whole. It also provides new data specifically on consumer perceptions on product placement in Marvel's *Avengers: Endgame* and DC's *Man of Steel*. While there is a vast amount of data and research done on the topic of consumer's general perceptions of product placement, no study has been successful in identifying whether product placement in film has a positive or negative effect on consumer perception. With the constant changing of behaviors in society, the answer may never be reached. However, this study explains the results of concrete data of consumer perceptions on product placement in films from a vast amount of respondents. This research fills in the gaps of other studies in hopes of getting closer to the answering the question: What is the effect on consumer perceptions in regard to product placement?

Summary of Chapters

In order to achieve the purpose of this research and to create a coherent study, this study is divided into seven chapters. In Chapter 2, academic literature is described to give readers background knowledge of the subject matters and to enhance the importance of consumer perception in the marketing field. The sources summarized in the literature review dive into the history of marketing and consumers, provide more evidence to specific brands featured in movies (i.e. *Man of Steel* and *Avengers: Endgame*), and explain the importance of product placement within movies. The research and

methodology of research is presented in Chapter 3 with specific steps and execution. Chapter 3 describes the methods employed throughout the research. Chapter 4 reports the research data results. Chapter 5 gives an in depth description and analysis of the data results. This chapter also gives insight into how the data is used to correlate survey responses through comparison and regression. The next chapter, Chapter 6, explains the limitations to each of the research methods used. The final chapter, Chapter 7 explains the recommendation for future research based on the results of the data and the research limitations. This chapter also connects the results of the research to the overall study purpose of consumer perception in regards to movie product placement.

Chapter 2: Literature Review

Background on Product Placement

Product placement is when a brand, product or service is featured physically or mentioned within media. Cristel Russell's article "Expecting the Agenda of Research on Product Placement: A Commercial Intertext" gives insight into the growing method of using product placement to advertise brands, products or services and how it all works. It features how product placement has changed over time, new research directions, and consumer perceptions. This article attempts to answer major questions about product placement such as the mutual relationship between product placement and the entertainment industry, the interplay of product placement and the Integrated Marketing Communications (IMC) environment, and the impact of sociocultural context on product placement processing and outcomes. The main method used to answer these questions were analysis of articles from the Journal of Advertising and the Journal of Marketing.

Russell explains in her analysis how product placement and the entertainment context have a symbiotic relationship. This means both product placement and the entertainment context have a mutually beneficial long-term connection. She explains how both can have a positive impact on one another. Tied to this idea is the interplay of product placement in the IMC environment. IMC is all about communication tools to deliver a message in a way to impact consumer perceptions. Product placement in media is the largest growing tool for marketers. Because it is a relatively new concept, the most effective way to utilize product placement in movies has yet to be found.

Russell describes that as time goes on, the way marketing is used needs to be updated in order to stay effective. Consumer perceptions change based on the way

marketers communicate to customers. Product placement is still considered a new idea and is constantly being developed. Whether a consumer has a negative or positive reaction to product placements may be based on how products are placed in media. Russell suggests future research should account for sociocultural context in the entertainment industry. The main research questions described in this article all help explain how consumer perceptions are effected by product placement in media such as film and television. Overall this study is completed based on the extensive research done by Russell in her evaluation of 70+ other journals and articles. The study results concluded that consumers are in fact effected by product placement in film based on how the marketers choose to communicate the brand, product or service. To make this study better, adding in some primary methods or resources could have added deeper explanation to these difficult to answer questions.

Why Product Placement in Movies Matter

Within the marketing field, product placement can be a successful way for companies to advertise a company's brand and/or products (Zimmerman, 2013). The most important thing about product placement is the consumer perceptions or reactions. Within the film industry, a great way for the movie companies to gain profit is for them to create partnerships for promotional campaigns and product placement. However, there is fine line to the amount of product placement that can be placed in a movie until it starts to take away from the movie itself. If there is too much product placement then the movie could be seen as distracting to some viewers. If there is too little or no product placement the movie seems less realistic to consumers, companies miss a chance on advertising, and

the movie franchises miss an opportunity to gain revenue (Dudovskiy, 2012). Since the practice of product placement is rapidly growing, understanding how product placement can positively or negatively effect consumer perceptions will greatly impact how brands and movie franchises choose to advertise in the future.

Ekaterina Karniouchina, Can Uslay, and Grigori Erenburng illuminate on the use of product placement in movies in their article from the Journal of Marketing titled “Do Marketing Media Have Life Cycles? The Case of Product Placement in Movies”. This article examines the evolution of product placement in movies over a 40-year time frame. As mentioned above in this chapter, product placement in movies is a rapidly growing concept for marketers and has not yet been perfected. This article explains the lack of research is due to effects product placement has on companies cash flows. This makes it difficult for the value and benefit of product placement to be seen. The overall purpose of product placement in movies is to build brand awareness among the companies’ products. The more a consumer is exposed to seeing said product, the more likely they will become to recalling it in the future. It is important for companies to choose a movie that has high awareness to feature their product or service in. In addition to exposure to the brand, the article explains the importance of acceptance to a brand. This is where consumer perception starts to formulate.

In the article, the authors report a study in which they evaluated the use major industries such as automobiles, soft drink, media and entertainment, and electronics in product placement. Their research methods included an event study and evaluation of models such as the traditional market model, four-factor model, and the multilevel mixed coefficient model. They use the models to compare the four industries to a set

hypothetical movie types in order to define which industry is seen most often. They discover the use of automobile and electronics brands are seen most frequently in using product placement. Soft drinks have increased rapidly in their use of product placement but are still seen less than automobiles and electronics. Media and entertainment product placement have remained relatively steady and are seen less frequently as a form of product placement than the other three industries in television and film.

This article describes the importance of a company using product placement in the film industry. Through their studies they find particular industries thrive when using product placement to advertise their brand. It illuminates on the effectiveness for companies to use product placement in order to build and improve brand awareness. They also briefly mention the effect product placement may have on consumer perception both negative and positive. This article is important to this study because it gives background on the history of product placement in movies and how it is constantly changing over time. It also introduces the concept of the effect product placement holds on consumer perception. The study reported in this thesis will build on the theories and ideas of product placement in the movie industry and its effects on consumer perception brought upon in this article.

Product Placements Deals: Marvel and DC

This next article by Alexandra Bruell is from PRWeek describing a specific example of a contract between Acura and the movie “Thor” from the Marvel franchise. This article describes why a company may choose to dive into the product placement form of advertising. Susie Rossick from Acura described the contract by saying “We’ve

never branched out this big with placement in a movie”. Acura chose to expand its reach beyond their 25-to-49 year old male demographic by partnering with Marvel Studios. This brings in a younger demographic of people in order to maximize brand awareness. It is a different way to integrate marketing for Acura compared to their tactics used in the past such as print and television advertisements. By shaking up their marketing approach, Acura hopes to reach a larger demographic of people in the near future. The importance of this article is to give insight on a how it is beneficial for a company to pay for product placement within particular movies who have a large audience. The ability to be seen in a popular movie gives the company a chance to increase brand awareness and improve consumer perception of the brand or product.

Similar to the Acura Marvel deal, DC had a contract with Turkish Airlines in the movie “Batman v Superman: Dawn of Justice”. For Turkish Airlines, this was a way to attain their goal of reaching the U.S. market. The addition of product placement in movies and television makes the film more realistic to consumers and influences their perceptions of the movie. Zack Snyder, “Batman v Superman” film maker stated “the presence of Turkish Airlines in that fantastical world makes you feel like these things are really happening,”. For companies and the franchises, the most important thing when trying to impact consumer perceptions in a positive way is to make the movie and product placement feel natural and realistic. Turkish Airlines benefited heavily from this by later landing two Super Bowl ads and more placements in the movie industry. This article outlines the benefit to companies who choose product placement as their avenue to advertise products. Overall, this article gave great insight into the company benefits as well as how it can effect consumer perceptions.

Study on Consumer Perceptions

The article by Teaju (David) Lee, Yongjun Sung and Sejung Choi titled “Young Adults’ Responses to Product Placement in Movies and Television Shows” dives deep into the minds of the consumers and viewers to see how product placement is truly perceived in the entertainment industry. This article was conducted in the United States as well as Korea through both the Bradley University and University of Texas at Austin. The methodology used in this study was conducted through an online survey administered to college students, ages 19-30 in both the United States and Korea. With a total of 417 college students who took the survey, 277 were American comprised of 45% male. After eliminating outliers, the Korean sample was comprised on 222 students who were 51% female. Initially, the survey was constructed in English then translated to Korean and then back to English once more. The survey itself contained a 5 point Likert-type scale with 1 being ‘strongly disagree’ and 5 being ‘strongly agree.’

The results showed that American and Korean students had similar attitudes toward advertising as well as materialism. They also shared similar beliefs on product placement in films in regard to ethical concerns and realism enhancement. The difference came to the television industry in which the Korean students expressed and greater ethical concern than the American students. Product placement has increased rapidly from the United States to other countries and is now an important aspect to international and global marketing. The study by Lee, Sung and Choi suggest that both American and Korean young adults perceive film product placement in a similar way but differ when it comes to television product placement. To Koreans, TV product placement is less effective for ethical and realism content.

The study shows that product placement makes movies and television more realistic and young adults tend to pay attention to the brands and product being featured. In areas other than the United States, television programs may require more local product placements than international. Due to differing cultural values, product placement in TV might not be the most beneficial avenue to advertise in other countries. This study explains how consumers in different geographical areas have similar perception on movie product placement as an advertising method and its ethical concerns, however people globally tend to differ opinions on product placement in the television industry. Upon reviewing this study, there are limitations such as they only compare two geographical areas and they reviewed only college students. A revision to the survey could be comprised of young adults from many different cultures as well as surveying young adults with multiple different educational levels. This might have produced a more well-rounded study and deeper results.

Contribution of this Study

The study reported in this thesis takes into consideration all the separate concepts from the sources mentioned earlier in this chapter such as product placement in movies, product placement deals, and consumer perceptions. It uses the basic idea of product placement as an advertising technique for companies and blends it with product placement in specific movies within the film industry. Marvels *Avengers: Endgame* and DCs *Man of Steel* are the avenues in which the product placement will be compared and evaluated. This study is exploratory in nature to better understand how product placement within movies may have effects on consumer perceptions. To better understand how

consumers feel about product placement, this study intends to research the use of product placement within the film industry alongside how it might effect consumer perceptions in order to get closer in discovering the most optimal use of product placement within movies.

Chapter 3: Methodology

Chapter Purpose

This chapter will demonstrate the manner in which research was conducted and used in this study. It explains the research technique blended with the concepts presented in back in the previous chapter, Chapter 2: Literature Review. Additionally, it will explain how quantitative and qualitative data are used to measure responses. The importance of data in the study of consumer perceptions on product placement is explained below. Each element of this research was conducted by a consumer for a consumer in order to gain optimal results about perception.

Research Technique

Survey research is the main type of research method used for this project. 162 consumers were surveyed through Texas State University Qualtrics. The survey population was made up of many different demographics of people in regard to age and gender. In order to maximize the amount of participants, the snowballing technique was used to gain responses. The snowballing technique is a method used to recruit initial subjects to be part of a study, then asking those respondents to recruit others for the study. This then grows the study participation to a much larger scale than the initial recruiting (Rayburn, 2015). This online Likert-Scale style survey asked consumers to report their perceptions on product placement in movies. It asks ten specific questions about perception and recollection of product placement in *Man of Steel* and *Avengers: Endgame*. The strength of this research comes from the convenient and relaxed nature of the survey. Respondents have to option to complete the survey and are not required to

reveal any personal information. After being circulated for a month the survey was put through SPSS lab in order to dive deeper into the correlation, comparison and regression of specific questions to provide quantitative data.

Self-reporting research was another type of research method used in this project. Self-Reporting is defined as a “method of data collection that rely on a participant to report his or her own behaviors, thoughts, or feelings” by an online psychology dictionary known as AlleyDog. In this instance, it was reporting the product placement seen in particular movies personally and by a team of peers. The two movies in the survey, *Man of Steel* and *Avengers: Endgame*, were the ones used to conduct the self-reporting data. The two focuses of the self-reporting data were how many brands or products could be recognized and how often they appeared on screen. This data is both qualitative in the identification of brands or products seen as well as quantitative in recording the frequency shown or said throughout the individual movies. The strength of the research stems from the design nature of this project. Consumer perceptions are a matter of personal beliefs or views. Some people will notice or recall things when others cannot. The team put together for the viewing party are all consumers within different occupational fields. This offers a variety of not likeminded people all tasked with the same idea of consumer perception. During the watching of these two movies, an excel spreadsheet was created to record the results of the data and then exported in into a table for easy readability. Understanding the team would not be able to note every single brand or product shown, research was done to compare the results of the viewing party with online articles to describe the products missed.

Survey Questionnaire

The tables below provide the questions asked in the survey. It consisted of eight Likert scale style questions along with two fill in the blank questions for respondents to prove their recollection of product placement in *Avengers: Endgame* and/or *Man of Steel*. The last two demographic questions on the survey are multiple choice and for categorization purposes only. Table 3.1 displays the Likert scale and fill in the blank questions on the questionnaire used in this study. In this section of the survey, people answer by choosing to which degree they disagree or agree to the statement along with the two fill in the blank questions. Table 3.2 displays the multiple choice demographic questions asked at the end of the questionnaire used in this study.

Table 3.1 Survey Questionnaire: Likert scale and fill in the blank

	Strongly disagree	disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	agree	Strongly agree
I recognize product placement within movies.	1	2	3	4	5	6	7
I have made purchases based on the product I have seen in movies.	1	2	3	4	5	6	7
Particular products seen in movies affects my perception (either positive or negative) on the movie or characters.	1	2	3	4	5	6	7

I think product placement increases brand awareness.	1	2	3	4	5	6	7
Product placement in movies is distracting.	1	2	3	4	5	6	7
Overall, I have positive perceptions of product placement in movies	1	2	3	4	5	6	7
I can recall 1 or more products featured in Avengers: Endgame	1	2	3	4	5	6	7
If you agreed to the previous question name the product(s) you can recall	Please type your answer						
I can recall 1 or more products featured in Man of Steel	1	2	3	4	5	6	7
If you agreed to the previous question name the product(s) you can recall	Please type your answer						

Table 3.2 Survey Questionnaire: multiple choice

What is your age?	18-24	25-34	35-49	50-64	65+	Prefer not to answer
What is your gender?	Male		Female		Non-binary	Prefer not to answer

Chapter Summary

To summarize, a variety of consumers were surveyed in order to identify consumer perceptions towards product placement in the movies and specifically their recollection of product placement in *Man of Steel* and *Avengers: Endgame*. The self-reporting data collected by myself and a team of peers is used to identify brands or products displayed and their frequency in the two specific movies used in the survey. The survey questions were presented in order to allow for better understanding of the results and concepts in the following chapters. The following chapter, Results, provides the data collected from the two research methods presented in this chapter, Chapter 3: Methods.

Chapter 4: Results

Self-Reporting Data Results

Each movie was watched in order to collect data on the product placement featured along with the frequency in which it appeared on screen. A team of people created the tables below to in order to keep track of the products or services featured and the number of times they appeared in the movie. Table 4.1 expresses the finding from *Man of Steel*. Table 4.2 expresses the findings from *Avengers: Endgame*.

Table 4.1 Man of Steel Product Placement

Product/Service	# of times shown during movie
Sears	10
Budweiser	7
7-Eleven	7
Air Force	6
Nikon D3s	5
Army	5
IHOP	4
CNN	4
Dodge	3
Us Coast Guard	2
Nokia	2
FBI	2
Kansas City Royals	2
Ford	1

Pulitzer Prize	1
Stella	1
Tabasco	1
Station Wagon	1
Plato Book	1
Visa	1
Mastercard	1
Discover	1
U-Haul	1
Scair	1

Table 4.1 displays the findings of product placement and its frequency in the movie *Man of Steel* by the viewing party. During the film, 24 products were noticed. The most frequently shown product placements came from Sears, Budweiser and 7-eleven. Sears was shown on screen ten times during the film. Budweiser and 7-eleven were each shown 7 time during the film.

Table 4.2 Avengers: Endgame Product Placement

Product/Service	# of times shown during movie
Audi	4
Fortnite	4
Coca-Cola	3
Tabasco	2
Google Pixel smartphone	2
Cinemax	2
Ford	2
7-Eleven	1

Harrys Razor	1
Build-A-Bear	1
Citi	1
New York Mets	1
Yeti	1
Georgias Creature Comforts Brewing	1
Ben And Jerrys	1
Axe	1
Cheez Whiz	1

Table 4.2 exhibits the findings of product placement in the film *Avengers: Endgame* along with the number of times they were in the movie. Only 17 products, brands, or services were noticed during the watching of this film. The ones that appeared on screen the most often were Audi and Fortnite, each being shown four times. Based on the two tables, the viewing party noticed more examples of product placement in the movie *Man of Steel* rather than *Avengers: Endgame*. The frequency of the products placed within the movies were also seen more overall in *Man of Steel*.

Survey Data Results

The data collected by the survey will be presented in tables and figures based on correlation, comparison and regression. The tables and figures below exemplify the data collected from the survey responses. Table 4.3 shows the correlation based on the questions significance to one another. Table 4.4 and Table 4.5 use the comparison to analyze the similarities between the questions regarding respondents ability to recall product placement in *Avengers: Endgame* as well as *Man of Steel*. Figure 4.1 uses the survey respondents answers to their recollection of product placement in *Avengers: Endgame* broken up by their recollection of product placement in *Man of Steel*. Table 4.6,

Table 4.7, Figure 4.2 and Figure 4.3 portray the regression and significance of multiple independent variables compared to a single dependent variable. The variables were chosen based on the question topics asked in the survey.

Correlations

Table 4.3 Correlations

	<i>RECOG</i>	<i>PURCH</i>	<i>IMPACT</i>	<i>AWARE</i>	<i>DSTRCT</i>	<i>POSITV</i>	<i>AVENGE</i>	<i>MANSTL</i>
<i>RECOG</i>								
<i>PURCH</i>	.187*							
<i>IMPACT</i>	.270**	.443**						
<i>AWARE</i>	.323**	.324**	.412**					
<i>DSTRCT</i>	.156*	0.099	.237**	0.068				
<i>POSITV</i>	.174*	.310**	0.137	.307**	-			
<i>AVENGE</i>	.195*	.189*	.214**	.226**	.395**	0.039	0.113	
<i>MANSTL</i>	.234**	.207**	0.146	0.128	0.075	-0.018	.637**	

* *Correlation is significant at the 0.05 level (2-tailed).*

** *Correlation is significant at the 0.01 level (2-tailed).*

The table above describes the correlations between each question on the survey to another. Each heading depicts a survey question. The numbers on the table represent the significance to correlation. The double starred numbers represent the correlation having high significance at the .01 level and the single starred numbers represent the correlation having a less high but still significant at the .05 level.

Comparison of Man of Steel to Avengers Endgame

Table 4.4 T Test/ One Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
MANSTL	163	2.47	1.321	0.103
AVENGE	163	2.94	1.653	0.129

The table above focuses on the comparison between two specific survey questions. The questions used were respondents recollection of product placement in the movie *Man of Steel* and respondents recollection of product placement in *Avengers: Endgame*. The table represents the results of a T Test or One Sample Statistics for these two questions in which the mean, standard deviation and standard error of means is described.

Table 4.5 One-Sample Test
Test Value = 0

	T	df	Sig. (2-tailed)
MANSTL	23.841	162	0.000
AVENGE	22.748	162	0.000

The table above shows the results of a One-Sample Test which also describes the comparison between the two survey questions. The questions used in this table are also the recollection of product placement in *Man of Steel* and the recollection of product placement in *Avengers: Endgame*. This test was run with the test value of zero and shows the questions significance in correlation to each other.

Figure 4.1 *Avengers: Endgame* Product Placement Recollection break out by *Man of Steel* Product Placement Recollection

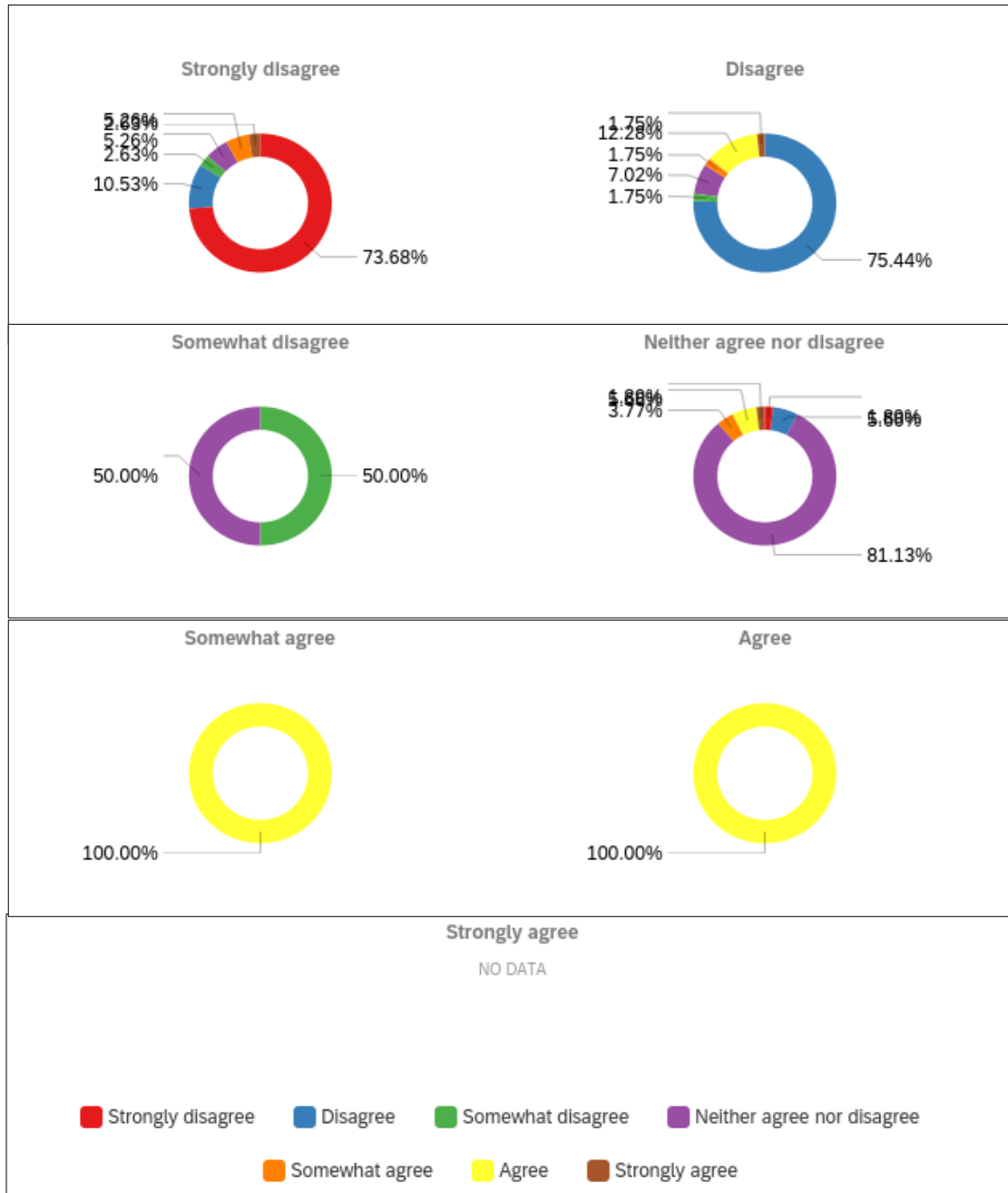


Figure 4.1 further discusses the comparison between consumer recollection of product placement in *Man of Steel* and consumers recollection of product placement in *Avengers: Endgame*. The big headings of strongly disagree, somewhat disagree, disagree,

neither disagree nor agree, somewhat agree, agree, and strongly agree represent survey responses from the *Avengers: Endgame* recollection. The circle charts are broken up by those same degrees of disagree to agree. However, these circle charts represent survey responses to the *Man of Steel* recollection. Based on the information given in this figure, survey respondents who answered one degree on *Avengers: Endgame* also likely answered to the same or a similar degree to *Man of Steel*.

Regression

Table 4.6 Dependent Variable of Purchases

COEFFICIENTS		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Code
MODEL		B	Std. Error	Beta			
1	(Constant)	-0.574	0.379		-0.66	0.51000	
	DSTRCT	0.136	0.077	0.136	1.755	0.08100	*
	POSITV	0.388	0.094	0.314	4.12	0.00000	***
	IMPACT	0.359	0.07	0.367	5.101	0.00000	***
A DEPENDENT VARIABLE: PURCH		*=.10 **=.05 ***=.01					

Table 4.6 shows the regression ran with the dependent variable of product placement influencing a consumer to buy that product or service. It depicts the three independent variables with significant correlation to the dependent variable. These independent variables are product placement in movies being distracting, positive perceptions of product placement in movies and the impact product placement has on

consumer perceptions of the movie or its characters. The triple star represents the highest level of significance at the .01 level. The double star shows the significance at the .05 level. The single star depicts the lowest level of significance at the .10 level.

Table 4.7 Dependent Variable of Impact

COEFFICIENTS		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Code
MODEL		B	Std. Error	Beta			
1	(Constant)	0.682	0.545		1.25	0.21300	
	RECOG	0.173	0.085	0.154	2.044	0.04300	**
	AWARE	0.416	0.086	0.362	4.818	0.00000	***
A DEPENDENT VARIABLE: IMPACT		*=.10 **=.05 ***=.01					

Table 4.7 shows the regression using the dependent variable of the impact product placement has on consumer perception of a movie or its characters. This regression revealed two independent variables of the ability to recognize product placement in movies and product placement builds brand awareness. The coding in this table is the same of Table 4.6 in which 3 stars is the highest significance at the .01 level, 2 stars is significant at the .05 level and one star is significant at the .10 level.

Figure 4.2 Purchasing as Dependent Variable

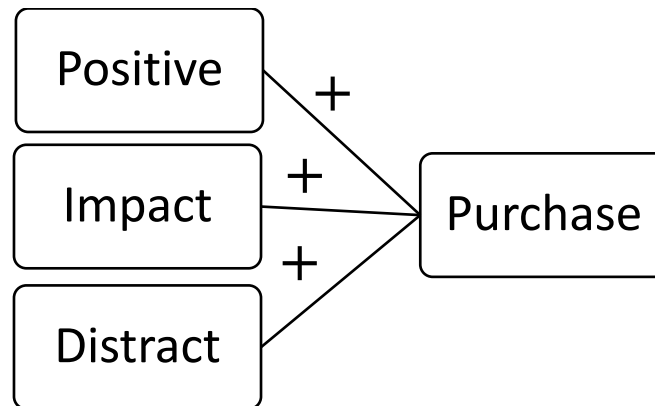


Figure 4.2 shows the data from the survey run in a regression. There are linear points from multiple independent variables which show positive significance to a single dependent variable. In this figure, the three boxes on the left represent the independent variables. The box on the right is the dependent variable. The positive significance is represented by the plus sign and lines connecting the independent variable boxes to the dependent variable box. The degree to which consumers have positive perceptions on product placement, the impact product placement has on consumer perceptions of the movie or its characters and if consumers find product placement in movies distracting all have positive significance to if a product placement has ever influenced a consumer to purchase that product.

Figure 4.3 Impact as Dependent Variable

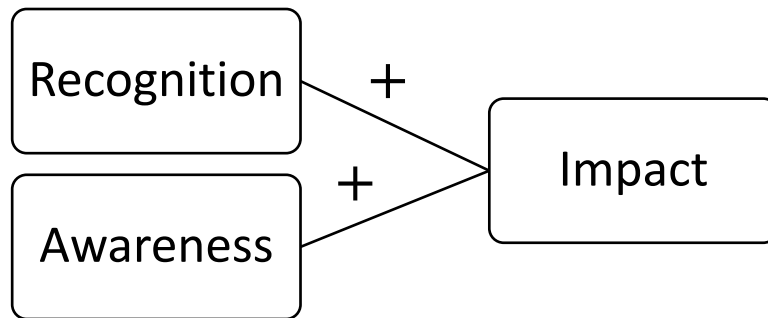


Figure 4.3 exhibits another regression ran based on the survey data. Similar to figure 4.2, the two boxes on the left are the independent variables and the box on the right is the dependent variable. The positive significance is represented by the plus symbol and lines connecting from the independent variables to the dependent variable. This regression ran the impact product placement has on consumer perceptions of a movie or its characters as the dependent variable. It was shown that peoples recognition of product placement and product placement building brand awareness had linear positive significance to the dependent variable of impact.

Chapter 5: Analysis

Self-Reporting Data Analysis

Part of the process in the research for this study involved a team of viewers watching two of the popular films that feature product placement. The first being the DC franchises *Man of Steel* as well as the ever-famous Marvels *Avengers: Endgame*. The team noted down every example of product placement seen or said in the movie along with how many times it was featured on screen. The charts in the previous chapter report those findings. Table 4.1 states the results from *Man of Steel* a DC and Table 4.2 states the results from *Avengers: Endgame*. As you can see based on the two tables above, the DC movie *Man of Steel* portrayed more product placement than the Marvel movie *Avengers: Endgame*. Not only were there more products or services shown in *Man of Steel*, but the products or services shown also tended to appear more often and in more scenes. Sears was the most frequently shown brand in *Man of Steel* appearing a total of ten times, whereas Audi and Fortnite were seen the most in *Avengers: Endgame* only being shown four times. To separate the two movies even more, the top six most frequently shown brands shown in *Man of Steel* all appear on screen more than the top products from *Avengers: Endgame*.

After the team of viewers watched these movies, a realization occurred that the number of times the brands were shown was not the only important factor about the display of product placement. Other essential aspects of the product placement was the amount of time it stayed on screen and the noticeability. For example, in *Man of Steel*, IHOP was only shown a total of four times, but it appeared on screen for a considerable amount of time. There are many examples of the noticeability in which brands are placed

as well. Sears, 7-Eleven, and Nikon had very obvious and unmistakable cameos throughout the duration of *Man of Steel*. The noticeability of products is also much more evident in *Avengers: Endgame* with the placement of Audi, Fortnite and Ben and Jerrys being center screen and easy to notice. Other brands in *Avengers: Endgame* that had high noticeability came from word of mouth from the characters rather than actually being show on screen. These include Build-A-Bear, Axe, 7-Eleven, and Cheez Whiz. While these products where not physically shown they are stated in memorable and clever one-liners from the star superheroes.

Risk of Product Placement

The use of product placement in movies is always a risk. There is a good chance people will miss out on numerous brands shown in the film. It is virtually impossible for a single person to recognize all examples of product placement featured. Some consumers might recognize one brand while others might recognize a different brand. However, it is rare that a single consumer will be able to recognize every product placement shown. The following information in this section describes the products, brands, or services not in Table 4.1 or Table 4.2. These other examples of product placement in the films did not come directly from this study or the viewing party but rather from outside research of online articles.

Knowing the self-reporting data would not include every example of product placement featured in these films, outside sources were used to fill in the product placements not seen by the viewing party. There are no sources stating all the product placement featured in *Man of Steel*. However, of the sources researched, the only brand

missed from the viewing party featured in the film was Warby Parker (Erik, 2013). Every pair of glasses worn in *Man of Steel* were the Warby Parker brand. After the movie's release Warby Parker extended their deal by creating a line of limited edition Man of Steel glasses known as the Percey and Chamberlain.

As far as *Avengers: Endgame* is concerned, many products featured did not have logos or their logos were not clear enough to be noted by the viewing party. This caused those products to be overlooked in the viewing process. Similar to the research done for *Man of Steel*, there is not any available sources listing all product placement in *Avengers: Endgame*. However, of the multiple sources researched, a number of missed brands, products or services were found. Some brands listed by Dominic Artzrouni, founder and director of Concave Brand Tracking, were ones not noticed by the viewing team. These brands include: Land Rover, Dior, Ray-Ban, Tom Ford, Initium, Panasonic, Kotion Each, Franklin, Black Sabbath, Persol eyewear, Cadillac. Many of these brands were not obviously portrayed with a clear logo. Others may not have been noticed due to fact some consumers may not be aware of that brand. For example, if one does not play video games, they are not likely to notice the Kotion Each gaming headset. If one does not play or watch baseball, they are less likely to have noticed the Franklin baseball glove. This also works the other way around. If consumers have high brand awareness for a specific brand, then they are more likely to notice it in the film. Other examples of brands, products or services missed by the viewing party include: Oldsmobile, Dita glasses, Peroni, Innis & Gunn, eyewear, Dell (Top 10 Most Product Placement Brand-Filled Movies Of 2019, 2020).

Promotional Marketing Campaigns

Given that this study focuses on product placement in movies, the conversation would not be complete without addressing the promotional deals before and after each movie's release. Promotional deals are not the focus of this study, however it is important to address because they build on the relationship between companies and movie producers to mutually benefit each other in building awareness.

According to the article "Product placement in pictures: Man of Steel", the producers signed more than 100 contracts with global companies. All the other contracts with the global partners came from marketing the movie before and after its release. The Daily Mail lists some of the companies who did advertising campaigns for *Man of Steel*. These include: Chrysler, Toshiba, Hardee's, and Kellogg's. Chrysler's advertising campaign consisted of the creation of two new Superman cars titled the S-series featuring the Ypsilon and Delta models. The electronics company Toshiba began selling its products as "hero products" with tie-ins to the film. Hardee's worked with the Superman director, Zack Snyder, to release a commercial featuring a construction worker eating a burger and drinking a Coca-Cola as Henry Cavill as Man of Steel crashes into the road behind him. Finally, the last marketing campaign found within the online sources was by Kellogg's. This campaign included an instant-win scratch card game on some of its products. Gillette released a campaign as well named "How does the Man of Steel shave?". They then proceeded to answer the question by using experts such as MythBusters, Bill Nye, and neuroscientist Mayim Bialik to discuss the topic (Turner, 2013). These promotional partners added benefit to *Man of Steel* and Warner Bros by increasing their

total profit. Overall *Man of Steel* made a rough estimate of 170 million dollars from its product placement and promotional partners alone.

Just like any great movie, *Avengers: Endgame* had a few marketing campaigns before and after its release as well. Alongside the 31 minutes of brands seen on screen or mentioned during the movie, Marvel/ The Walt Disney Company had partnerships with other companies not featured in the film. According to Jessica Moore, these companies include Hertz, Mastercard, and Geico. In promotion of the film, Hertz released a commercial where several of the *Avenger: Endgame* heroes are fighting in the background as a consumer is stress-free while renting a car. Mastercard also promoted the film by encouraging their customers to ‘Unlock [their] Super Powers’ by getting a limited addition Marvel Studios Mastercard. This Mastercard gave its holder three percent cashback on purchases made from Marvel.com and Marvel’s Official Merchandise Booths. Customers were also given a chance to enter a sweepstakes and win a free trip to the *Avengers: Endgame* premiere. Geico created a commercial in which the Geico Gecko wears the Infinity Gauntlet and cuts the cost of insurance for members saving them a large sum of money. There was however one brand who was featured on screen during the movie *Avengers: Endgame* and also carried out a promotion campaign. Coca-Cola created limited-edition Coke Zero cans which feature the member of the Avengers including Thor, Iron Man, Hulk, Antman, Captain America, Hawk Eye, Black Widow, Captain Marvel, Falcon, Rocket, Nebula and even Thanos. This promotional campaign was offered in the international markets of Japan and Thailand. Eventually, cans started popping up on eBay for fans in other parts of the world (Moore, 2019). Overall, Marvel and The Walt Disney Company made a profit of 75.8 million dollars in just product

placement and promotional activities (Top 10 Most Product Placement Brand-Filled Movies Of 2019, 2020).

Promotional marketing campaigns that use movies or movie characters as a way to advertise catch viewers' attention because it uses branding characters. Some companies have their own branding characters such as the Energizer Bunny, Mr. Clean, or Ronald McDonald. However, for those that do not have their own branding character, using a familiar movie or character causes viewers to be more attentive and receptive to the advertisement and product being featured ("Character Marketing", 2019). This also begins to build awareness for the movie before it is release and retain the awareness afterwards. The aforementioned promotional marketing campaigns are using the movie to promote specific products or services. Even though marketing campaigns are not considered product placement within the movie, it can still have an effect on consumer perceptions of product placement. This is because the movie or its characters are being used to help advertise a company. These advertisements can still have an effect on consumer perceptions to product placement and possibly their perceptions on product placement in correlation to the movies.

Self-Reporting Results Summary

After analyzing the results of the self-reporting data, the two movies are flooded with multiple examples of companies' product placements. After all the examples of product placement witness by the team of peers, there were still a vast amount of product placement missed. More research on *Man of Steel* and *Avengers: Endgame* showed the actual number of product or companies shown in each movie was greater than that noted

down by the viewing party. Along with the companies in the movies, more companies provided promotional campaigns before and after the movie's release in hopes to gain more revenue and increase brand awareness for both the company and movie.

Survey Data Analysis

In this study, a survey was conducted asking 162 consumers specific questions about their perceptions on product placement. The questions guide the respondents to answer their true opinions on product placement as a whole along with their recollection of companies within specific movies. The two movies chosen were *Man of Steel* and *Avengers: Endgame*. Using the answers to the survey questions, a clear comparison has been made. The data from this survey provides information regarding product placement in the form of correlation, comparison and regression. The labels used in the tables and figures mentioned in the previous chapter were words based on the questions asked in the survey which can be found in Table 3.1. The data was collected from all the survey responses rather than individual responses.

Correlation

The significances shown in Table 4.3 provide the degree to which the questions are answered. If the correlation is significant, then the respondents answer to one question likely matches or is similar to their answer to another question. Based on the data, we see there are fourteen instances where a correlation is significant at .01 level. Consumers strength in recognizing product placement had high significant positive correlations to the impact product placement had on consumer perceptions toward a

movie or its characters either positive or negative (.187), product placement increasing brand awareness (.270), and if consumers could recall product placement in *Man of Steel* (.234). Purchases made by seeing product placement had high significant positive correlations to the impact product placement had on consumer perceptions toward a movie or its characters either positive or negative (.443), product placement increasing brand awareness (.324), positive perceptions on product placement in movies (.310), and recollection of companies featured in *Man of Steel* (.214). The impact product placement had on consumer perceptions of the movie or its characters had high significant positive correlations to product placement increasing brand awareness (.412), product placement being distracting (.237), and consumer recollection of product placement shown in *Avenger: Endgame* (.214). Product placement increasing brand awareness had high significant positive correlations to positive perception on product placement in movies (.307) and recollection of companies in *Avenger: Endgame* (.226). The level of distraction product placement has in movies had a high significant negative correlation to positive perceptions of product placement in movies (-.395). A negative correlation means the two questions were inversely correlated. If the respondent answered agree to one, the other question would have the opposite answer of disagree. The last high significant positive correlation shown was between the recollection of product placement in *Avengers: Endgame* and the recollection of product placement in *Man of Steel* (.637).

The data also reported five instances of significant correlations at the .05 level. These correlation are not as strong of those at the .01 level, however are still significantly correlated. Consumer recognition of product placement had significant positive correlations to purchases based on product placement (.187), the level of distraction

product placement provides in movies (.156), positive perceptions of product placement in movies (174) and recollection of product placement in *Avenger: Endgame* (.195) The only other instance of significant at the .05 level was between purchases based on seeing product placement and the recollection of product placement in *Avengers: Endgame* (.189). The pairs of question not mentioned means they had little or no significant correlation to each other.

Comparison

Based on the data presented in Table 4.3 regarding correlations, one significant correlation stood out at a .637. This strong correlation lead the following comparisons. Table 4.4 presents the results of a T Test or the One Sample Statistics. Based on the total responses, the comparison between recollection of product placement in *Man of Steel* and the recollection of product placement in *Avengers: Endgame* had the most similarly matching answers. More often than not if a respondent was unable to recall product placement in *Man of Steel*, they also were unable to recall product placement in *Avengers: Endgame*. The data shown in Table 4.4 supports the previous statement. The mean for *Man of Steel* and *Avengers: Endgame* were very close in number with a 2.47 and 2.94 retrospectively. The standard deviation and standard error means were also very close to one another for these questions. *Man of Steel* and *Avengers: Endgame* had standard deviations of 1.321 and 1.653 retrospectively. The standard error of means for *Man of Steel* is a .103 and for *Avengers: Endgame* is a .129. Table 4.5 provides the result of a One-Sample Test in which the significance for each is a .000. This data means the

significance between consumer recollection of product placement in *Man of Steel* and consumer recollection of product placement in *Avengers: Endgame* is very high.

The data shown in Figure 4.1 represents the answers to the recollection of product placement in *Avengers: Endgame* broken up by the recollection of product placement in *Man of Steel*. This figure provides a visual representation of the statistics shown in the previous paragraph. Each circle chart represents the degree scale of the answers for the recollection of product placement in *Avengers: Endgame*. The different percentages in each circle chart represent the degree scale of answers of the recollection of product placement in *Man of Steel*. Of those who strongly disagreed to recalling product placement in *Avengers: Endgame*, 73.68% of consumers also strongly disagreed to recalling product placement in *Man of Steel*. The trend continues for those who disagreed for *Avengers: Endgame*, in which 75.44% also disagreed for *Man of Steel*. Data collected shows those who somewhat agreed to recollection of companies in *Avengers: Endgame* were split 50% each in somewhat disagree and neither agree nor disagree to recollection in *Man of Steel*. For those who neither agreed nor disagreed to *Avengers: Endgame*, 81.13% also neither agreed or disagreed to product placement in *Man of Steel*. The somewhat agree category for recollection of product placement in *Avengers: Endgame* had 100% of those who agreed to recalling product placement in *Man of Steel*. The *Avengers: Endgame* recollection of companies for the agree statement also had 100% agree to recollection of companies in *Man of Steel*. The strongly agree data section provided no data meaning no one strongly agreed to recalling product placement in *Man of Steel*.

Regression

The regression data provides linear relationships between two variables, an independent and dependent. Based on the survey results, the dependent variables chosen to use in the regression were consumer purchases based on the product placement they saw and the impact product placement had on consumer perception of a movie or its characters either positive or negative. Table 4.6 and Table 4.7 describe the regression results of the data.

Using the dependent variable of purchases made from seeing product placement, a regression table was created providing the independent variables. The three independent variables with significance to the dependent variable were distraction of product placement in movies, positive perception of product placement in movies, and the impact product placement had on consumer perceptions of the movie and its characters either negative or positive. Positive perception had the smallest significance of the three with a .081 at the .10 level of significance. Both positive perception and impact had high significance at the .01 level with a .000. Looking at Figure 4.2, the connection lines represent the positive significance. The boxes on the left are the independent variables and the box on the right is the dependent variable. Figure 4.2 represents the result of a regression ran based on the survey data in which the dependent variable was consumer purchases based on product placement. The dependent variable in this case shows that positive consumer perceptions on product placement, the impact product placement has on consumer perceptions of the movie or its characters and if consumers find product placement in movies distracting all have positive significance to if a product placement has ever influenced a consumer to purchase that product.

Table 4.7 represents the dependent variable of impact product placement had on consumer perceptions towards and movie or its characters. After running the regression, two independent variables were found. These two variables are the recognition of product placement in movies and product placement increasing brand awareness. The recognition of product placement in movies had a positive significance at the .05 level with a .043. Product placement increasing brand awareness had a high positive significance at the .01 level to the dependent variable with a .000. Similar to Figure 4.2, Figure 4.3 shows the independent variables in the left boxes connected by positive significance to the dependent variable in the right box. This figure explains that peoples recognition of product placement and product placement building brand awareness each have a linear positive significance to the impact product placement has on consumer perceptions of a movie or its characters. Together these figures point to a series of linear significance based on the theory that consumer perceptions are effected by product placement in movies.

Survey Results Summary

The results of the survey presented the correlation, comparison and regression of relevant questions asked in the survey. Overall, multiple of the questions had significance in regard to correlation to another question. The significance of questions in the correlation lead to the comparison between questions. The comparison focused on the recollection of product placement in *Avengers: Endgame* and that of *Man of Steel*. These two questions had the highest positive correlation represented in the entire data set. Other questions showed a linear regression with positive significance from the independent

variables to their corresponding dependent variable. The results of the survey conducted that consumer perceptions are indeed effected by product placement.

Chapter 6: Limitations

Chapter Purpose

Limitations are an important aspect to address if they are discovered. A limitation identifies potential weaknesses in the collection and analysis of data. They have an impact on the design and outcome along with the possibility to pose a threat to the research's internal validity. The potential limitations discovered within this study means its findings need to be interpreted carefully.

Below are the four limitations in which this study could be enhance in the future along with explanation of each individual one. The main limitations come from the design and logistics of the survey and self-reporting research methods. Human error is always a prominent issue within most research projects. This study is no different.

Breakdown of Limitations

The main limitations of the study came from the survey research method. As mentioned above human error is prominent in research projects especially ones conducting surveys. The wording and design of the survey itself poses most of the issues. The design of the self-reporting research method is also a cause of the limitation realized.

The survey asked relatively broad overall questions about consumer perception in regard to product placement. However, questions 7 and question 9 both ask a Likert style question about specific movies (*Avengers: Endgame* and *Man of Steel* retrospectively) asking if the survey respondents could recall specific product placements featured in the movies. If respondents have not seen either of those movies, it would then skew answers to the questions based on the Likert design. The scale was based on the degree to which a

consumer disagreed or agreed to the statement. There was no option on the survey for those who have not seen the movies. Those taking the survey and who have not seen the movie may have chosen neither agree nor disagree or disagree completely. These responses then give false results to the question asked. Future research will need to give a preliminary statement warning survey respondents to not complete the survey if they have not seen specific movies or to include an option where respondents can state they have not seen the movies in question.

Another limitation to survey design would be the specific movies chosen and how recent those movies were released. Many of the respondents who could recall product placement were able to recall product placement featured in *Avengers: Endgame*, but few could recall and product placement from *Man of Steel*. After viewing the survey results and thinking about the cause of this, the reason was relatively clear. *Avengers: Endgame* came out in 2019, just two years before this study. However, *Man of Steel* came out in 2013 which is eight years before this study was conducted. For respondents, it is much easier for them to recall something that happened two years ago rather than eight. To strengthen this study, choosing two movies from the same time period. Examples of this change could be to compare *Avengers: Endgame* to *Shazam* or *Justice League*. Another option would be to use *Man of Steel* and compare it to *Thor: The Dark World* or *The Avengers*. As long as the movies were released from relatively the same period, then consumers would have an equal chance in recall product placement featured in them.

The final limitation noticed in the survey stems from the choice of *Avengers: Endgame* specifically. For those who are not hard core fans of the series, the Avengers movies from Marvel tend to blur together. Based on the specific examples of product

placement respondents gave for *Avengers: Endgame*, many did not come from that movie at all. However, after doing more research, the examples were found in *The Avengers*, *Avengers: Age of Ultron* or *Avengers: Infinity War*. This limitation is minor compared to the others because survey respondents are still able to recall product placement from the same movie line and franchise, but it does not technically answer the question about *Avengers: Endgame*. These answers then skewed results based on the fact they were not able to recall product placement from the correct movie.

The design of the self-reporting data came from myself along with a team of peers viewing each movie mentioned in the survey to test how many brands, product or services could be noticed and how many times they were shown throughout the movies. Self-reporting in nature tends to have more limitations based on human error. The limitation found here was the impossibility to notice all product placement featured in the films. Some brands noticed may not be real brands but rather brands made up from the franchise. Also many times brands logos or names are not shown, but the product itself is. This makes it virtually impossible to notice every single one, even with a team of people. Not only were some products missed completely, but others could have appeared on screen more often than the team noticed. For example, in *Avengers: Endgame*, the team stated the brand Ford only appeared on screen twice when in actuality it appeared much more. Examples of product placement are easily missed when there is not an obvious logo present which is why many Ford examples were not caught. Stated in Chapter 5: Analysis, the idea behind the results is to show after one watch what products were easily noticed and how often they appeared on screen. While it does still provide evidence and data to the study, limitations do occur.

Another limitation to the structure of the self-reporting research method would be the lack of highly credible sources on that matter of product placement seen in *Man of Steel* and *Avenger: Endgame*. Without the availability of academic or scholarly resources to use for credible information, the sources used need to be carefully considered. Most sources used to find examples of product placement within *Man of Steel* and *Avengers: Endgame* came from blogs and other websites. While these may not be seen as highly credible, they were necessary in providing evidence to examples of product placement within these two movies.

Chapter Summary

Overall limitations came from the design and logistics of the research methods such as the survey and self-reporting data. The design and structure of both methods could be changed and adapted in order to increase validity of the study and decrease possibilities of limitations. In all research projects, human error causes limitations that must be addressed in order to enhance the study and notify for further studies. Every research method has limitations, however doing this study found ways to improve upon further research on the subject and may be done again in a corrected way to provide more evidence to the study on product placement.

Chapter 7: Conclusion

Chapter Purpose

In this final chapter, a summary of the research and its importance is presented. Professionals in the marketing field will be able to use the provided results and analysis of the research externally in order to enhance studies on how consumer perception is effected by product placement within movies. It will also outline recommendations for feature research relating consumer perception in regards to product placement and product placement as whole. These recommendations are based upon research results, limitations and related literature in the subject of consumer perception and/or product placement.

Summary of Research

This study was exploratory in nature due to the fact consumer perceptions have a vast range and are able to change on a day to day basis. An individual may adapt to the environment around them changing their behavior and in turn their perceptions (Sroka, 2020). Perception is based on personal beliefs and values along with societal beliefs and values making it difficult to pinpoint how product placement might affect them. The purpose of this research was not to definitively answer the question of how product placement effects consumer perceptions but rather provide more evidence and research to get another step closer. The chapters above have compared and contrasted two popular movies (*Avengers: Endgame* and *Man of Steel*) from two popular franchises (Marvel and DC retrospectively) in order to see how each used product placement and how its consumers felt about it. Many results from the survey had a range of answers, but a single

overlaying concept stating people recognize product placement at the time of watching a movie but more than likely will not be able to recall specific brands, product, and/or services after the fact.

Implications for This Research

Through conducting the survey in this study, we have learned that consumer perceptions are indeed effected by product placement. The data results showed many correlations between specific questions involving the consumers feeling towards product placement in movies. The correlation results strengthen the idea that consumers who recognize product placement in films are effected in way that it impacts their perceptions both positive and negative along with their perceptions on the movie and its characters. The results of this study show the many ways consumer perceptions are effected by the product placement exhibited in movies.

Knowing this information about how consumer perceptions are effected by product placement, firms can move forward in researching the most effective way to place product in the film industry. This research builds on the idea that consumer perceptions are indeed affected by product placement shown in movies. The question of finding the most effective way to brand products within film is a much harder question to answer. Consumer behaviors and perceptions change on a day to day basis. This research just one step to better understanding consumer perceptions of product placement in film.

Next Steps for Research

The study was conducted based on exploratory research, therefore future research can use it to help reference or enhance their own studies. The development of this project allows for growth and improvement within the marketing field. Marketing research always needs more data to support its theories. Correcting and perfecting the survey design and structure in order to reduce the possible limitations in future research will be necessary. Once that is done it can be recirculated and more accurate results can be presented. The survey should only be presented to people who have watched those specific movies in order to not skew any results. Future marketing research studies can follow up on the idea that product placement is seen as distracting and to limit the obviousness of the brands, products or services shown. This study enhances the concept that consumers change how they think about brands or movies based on the amount of product placement and how product placement is used.

References

Artzrouni, D. (2019, August 2019). *What are all of the product placements in Avengers:*

Endgame?. Quora

<https://www.quora.com/What-are-all-of-the-product-placements-in-Avengers-Endgame>

Batman v Superman: curating a product placement Turkish Airlines. (2016, March

21). PR

Newswire. <https://link.gale.com/apps/doc/A446941112/BIC?u=txshracd2550&sid=BIC&xid=d1fb5947>

Boshoff , A. (2013, June 14). Supergreed: pow! He drinks Budweiser. zap! He shaves

with Gillette. how the new Superman film has made £100 Million with the most

cynical product placement deals ever. *Daily Mail Online*

www.dailymail.co.uk/news/article-2342059/Supergreed-Pow-He-drinks-Budweiser-Zap-He-shaves-Gillette-How-new-Superman-film-100-million-cynical-product-placement-deals-ever.html

Bruell, A. (2011). Acura discovers a powerful ally by appearing in ‘Thor’. *PRWeek (U.S.*

Edition), 14(5), 15-15.

- Character marketing: why so many advertisements feature branding characters. (2019, March 08). Retrieved from <https://videoproductiontips.com/character-marketing-why-so-many-advertisements-feature-branding-characters/>
- Dudovskiy, J. (2012, June 20) *Product placement as an effective marketing strategy*. Business Research Methodology. <https://research-methodology.net/product-placement-and-brand-placement/>
- Erik. (2020 July 9). *Product placement in pictures: Man of Steel*. Brands & Films, www.brandsandfilms.com/2013/11/product-placement-in-pictures-man-of-steel/
- Karniouchina, E. V., Uslay, C., & Erenburg, G. (2016). Do marketing media have life cycles? The case of product placement in movies. *Journal of Marketing*, 75(3), 27-48.
- Lee, T., Sung, Y., & Choi, S. M. (2011). Young adults' responses to product placement in movies and television shows. *International Journal of Advertising*, 30(3), 479-507.
- Moore, J. (2019, May 3). *Top brand partnerships with Avengers: Endgame*. Hollywood Branded <https://blog.hollywoodbranded.com/top-brand-partnerships-with-avengers-endgame>

Rayburn, Steven W. (2015) “Consumers’ Captive Service Experiences: It’s YOU and ME;” *Service Industries Journal*; 35/15-16; 806-825.

Russell, C. A. (2019). Expanding the Agenda of Research on Product Placement: A Commercial Intertext. *Journal of Advertising*, 48(1), 38-48.

Russo, A., & Russo, J. (Directors), & Markus, C., & McFeely, S. (Writers). (2019). *Avengers: Endgame* [Motion picture on Streaming]. United States: Marvel.

Self-report measures. (n.d.). Retrieved April 15, 2021, from <https://www.alleydog.com/glossary/definition.php?term=Self-Report+Measures>

Snyder, Z. (Director), Nolan, C., Roven, C., Snyder, D., & Thomas, E. (Producers), & Goyer, D. S. (Writer). (2013). *Man of Steel* [Motion picture on Streaming]. United States: Warner Bros.

Sroka, W. (2020). *Perspectives on consumer behaviour : theoretical aspects and practical applications*. Springer.

Top 10 most product placement brand-filled movies of 2019. (2020, April 27). Concave Brand Tracking

<https://concavebt.com/top-10-most-product-placement-brand-filled-movies-of-2019/>

Turner, C. (2013, May 12). *Gillette launches 'Man Of Steel' promotional campaign*. AmongMen, www.amongmen.com/style-grooming/grooming/gillette-launches-man-of-steel-promotional-campaign/

Zach. (2020, May 19). Snowball sampling: Definition + examples. Retrieved from <https://www.statology.org/snowball-sampling/>

Zimmerman, I. (2013, March 25). *Product placement can be a lot more powerful than we realize*. Psychology Today. <https://www.psychologytoday.com/us/blog/sold/201303/product-placement-can-be-lot-more-powerful-we-realize>