Abstract

This research examines the impact of product placement in movies and TV shows on brand image, exploring how the integration of products into popular media affects consumer perceptions. As product placement continues to be a prevalent marketing strategy, understanding its influence on brand image is essential for companies seeking to enhance their visibility and consumer appeal through entertainment. This study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to assess how product placements affect brand perceptions and consumer behavior.

The first phase of the study uses surveys to gather data from consumers who have encountered product placements in movies or TV shows. The survey explores how the visibility and context of product placements—whether positive, neutral, or negative—affect consumers' perceptions of the brand's image, quality, and relevance. Additionally, the study examines whether certain industries or product types benefit more from product placement, as well as how these placements influence consumers' purchasing intentions and brand loyalty.

In the second phase, qualitative interviews with consumers and media experts provide deeper insights into the emotional and psychological factors that influence consumer reactions to product placement. These interviews explore how brand associations, entertainment content, and viewer engagement shape perceptions of products featured in movies and TV shows. The findings offer valuable insights for marketers seeking to leverage product placement as a tool to enhance brand image and connect with consumers in a more subtle yet impactful way.