Is Effective Product Placement in Movies?: a Cross-Cultural Study Between French and Spanish Consumers.

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Abstract
Product placement (PP) has taken its place as a major promotional medium, especially these days when consumers have an increasing array of media choices and have the ability to switch in and out of various media as and when they chose too. Based on Dual Mediation Hypothesis Model (Mackenzie et al., 1986), we have analyses PP effectiveness within the international context, and we have compared the results obtained from samples of consumers (French and Spanish). This intercultural framework is justified for the increase of international operations of firms that sell their products and services to a higher number of markets, directed to consumers of different cultures and nationalities.

Conceptualization
Several recent studies have demonstrated that Product Placement (PP) as an advertising technique is more acceptable for viewers than conventional advertising and some of them have demonstrated its effectiveness as an advertising technique (McKecnie and Zo, 2003; Choi and Miracle, 2004). PP has been defined as “the paid inclusion of branded products or brand identifiers through audio and/or visual means, within mass media programming” (Karrh, 1998). The volume and sophistication of PP have grown impressively and rapidly, easily outpacing research efforts in the field (Tiwsakul et al, 2005).

The main contribution of this paper lies in show an effectiveness cross-cultural model in base on Dual Mediation Hypothesis Model DMH (Mackenzie et al, 1986) using French and Spanish consumers. We have chosen France and Spain because they are Western countries, both of them are Mediterranean and Hofstede (2001) indicates that this countries are very similar in his four dimensions (Power Distance Index, Individualism, Masculinity, and Uncertainty Avoidance Index).

The variables of the model: Thoughts about PP, Attitudes towards PP, Thoughts about brand, Attitudes towards brand and Purchase Intention.

Choi and Miracle (2004) indicate that advertising effectiveness may be implemented by the attitude towards advertising, attitude towards brand and buyer’s intention; a relationship which is widely supported by literature (Mackenzie and Lutz, 1989; Babins and Burns, 1997). Our model, in base on DMH, considers that thoughts generated about Product Placement influence directly on attitude towards PP (Yoon et al., 1995):

H1: Independently of the country, the attitude towards PP will be more positive for consumers with more thoughts about PP than for those consumers with a less thoughts about PP.

With respect to the attitude towards the brand Petty and Cacioppo (1986), with regard to PP, when consumer is exposed to PP, one of the first reactions to that exposure tends to be to demonstrate those feelings evoked.

H2: Independently of the country, the attitude towards the brand is more positive for individuals with more favourable attitude towards PP than for individuals with less favourable attitude towards PP.

As Petty and Cacioppo (1996) indicate, there are a direct relationship between those thoughts about the brand and the attitude towards brand.

H3: Independently of the country, the attitude towards the brand will be more positive for individuals with greater thoughts about the brand than for individuals with fewer thoughts about the brand.

As Makenzie et al. (1986) established, attitude towards advertising influence on thoughts about brand.

H4: Independently of the country, thoughts about the brand will be more positive when the attitude towards PPL is more positive than when the attitude towards the PPL is less positive.

According with (Mackenzie et al., 1986) effectiveness of advertising, finally, is determinate for relationship between attitude towards brand and purchase intention.

H5: Independently of the country, the purchase intention is greater for individuals with a more favourable attitude toward the brand than for individuals with a less favourable attitude.

Method
Subjects: 409 (205 French and 204 Spanish undergraduate students).
Design: A 2x2 all between subjects full factorial experiment designs. The independent factors: frequency of watching movies (high, low), and frequency of using the product (high, low). Them a marketing jury determined the movie (actor/actress, brands and film were not Spanish or French). Four groups of these students (1.camera-on set, 2.camera-creative, 3.computer-on set, and 4.computer-creative) watched ten minutes of the film each one, in the university theatre. Those students filled the questionnaire with Karrh’s (1998) Product Placement definition.