

# **The Impact of Product Placements on Brand Attitude**

---

Bachelor Thesis for Obtaining the Degree

Bachelor of Science

In

Advanced International Management

Submitted to Dr. Marion Garaus

Katharina Vilimsky

00471361

Vienna, 20<sup>th</sup> June 2022

## **Abstract**

As society continues to evolve and new technological advances emerge, companies are constantly adapting their marketing approaches to better reach customers. Stimulus-disrupting factors of traditional forms of advertising resulted in effectiveness failures of classical advertisements. Consequently, more subtle forms of advertising were demanded and implemented. Besides above the line marketing, below the line marketing arose. It involves an effective form of information transfer, in which customers are addressed by advertising messages embedded in the storyline, which subsequently influences the conscious as well as the unconscious of recipients. The impact of product placements on implicit as well as explicit memory has already been researched. The thesis therefore focuses on the effects of product placements on the brand attitude of customers, the analysis of possible resulting alterations of purchase intentions as well as the exploration of the perception of the disruptive factor experienced by customers. Likewise, an analysis of these factors was made of traditional advertisement to be able to contrast and compare the two forms.

An experiment in the form of an online survey was conducted to explore, test and measure the factors just mentioned based on the case of the brand “Coca Cola”. An experimental group for product placements and a control group for the traditional forms of advertising were studied. The allocation of the participants was randomized via an online survey platform. The data analysis revealed that product placements trigger greater brand attitudes than those of traditional advertising. Consequently, customers feel more attracted to the product or brand. Correspondingly, it could also be analyzed that such a positive attitude towards a brand has a positive effect on the purchase intentions of customers and accordingly they are more willing to purchase a product on the market. This suggests that companies can generate better profits from the use of product placements. At the same time, however, it

became clear that the correct use of product placements is crucial and that the environment in which they are placed plays a decisive role for consumers. The correct integration into the storyline is important to avoid disruptive factors that can have a negative impact on customer behavior. However, in order to explore these issues more extensively and in a meaningful way, long-term research will be required in the future.