

ABSTRACT

Product placements in films have been a popular advertising method for numerous brands for many decades due to their positive impact on brand attitude, recognition, and purchase intention. However, there was a lack of research regarding the impact of the contextual factors (i.e. positive vs. negative context) within the scenes in the films in which the brands are seen on the brand's attitude and purchase intention. This aspect of product placements was the focus of this research paper using a quantitative approach utilizing an experiment in which two product placement scenes with different contextual factors were presented. The results indicated that product placement elicits positive emotions irrespective of the context of the scene. Further results also showed that in order to build a positive brand attitude what mattered to the participants was not the context of the scene but rather the proper match between the product and the scene. Hence, brand fit builds a strong brand attitude which also positively influences positive purchase intention. Therefore, it is important for brand managers that wish to conduct product placement to focus more on that their product has proper synergy with the film scene and less on the positive vs. negative context of the film scene.