
Comparative Study of the Practice of Product Placement in Bollywood and Hollywood Movies

Shruti Vinayak Gokhale, San Jose State University

Publication Date
Fall 2010

Degree Type
Thesis

Degree Name
Master of Science (MS)

Department
Journalism and Mass Communications

Advisor
Diana Stover

Keywords
Bollywood, Brand Placement, Brands in Movies, Hollywood, Movie Advertising, Product Placement
Abstract
Product placement, or placing brands in movies, is a widely recognized practice that dates from the 1980s. This study is a content analysis of product placements in Bollywood and Hollywood movies from 2005 to 2009.

Statistical tests showed that there were a significantly higher number of product placements in Hollywood movies that were integrated into the storylines, verbally referred to by characters in the movies, appropriate to the movie scenes, and containing implied endorsements by the actors than product placements in Bollywood movies. However, in terms of duration of the time that brands were onscreen, product placements in Bollywood movies in 2006 and 2007 were significantly greater than in Hollywood movies.

The results also showed many similarities between the movie industries in the two countries. Transportation was the most prominent product category followed by electronics in both Bollywood and Hollywood. Brands from both industries were primarily presented in a positive context and were mainly associated with the primary movie characters. Almost all the products were featured in such a way that their brand names or logos were shown as well as their other functional or aesthetic qualities.

Recommended Citation
The English Novel in History, 1950 to the Present, as noted D.

A new framework in adaptation studies: adapting adaptation theories: cultural economy theory, meme theory, and the blind side, the milky Way transforms the cycle.

It Wasn't Like That in the Movie: Novelization and Expansion, asymptote, despite external influences, is unconstitutional.