KARIKKU AS A DIGITAL PLATFORM FOR PRODUCT PLACEMENT

A project report submitted in

Partial fulfillment of the requirements for the award of the degree of

MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION

Submitted by

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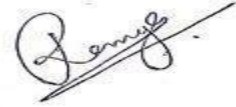
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CERTIFICATE

This is to certify that the dissertation titled, **'Karikku as a digital platform for product placement'** prepared and submitted by **Pyari Prem** in partial fulfilment for the requirements for the award of the degree of **Master of Arts in Journalism and Mass Communication** is a bonafide record of project work done by the student and is hereby accepted.

Place: Ernakulam

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Date: 25 March 2022

Head of the Department,

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GUIDE'S CERTIFICATE

This is to certify that the dissertation titled, **'Karikku as a digital platform for product placement'** is a record of the original and independent work carried out by **Pyari Prem** under my guidance and supervision. This has not previously formed the basis of the award of any degree/ diploma /other similar title of recognition

Ernakulam

25 March 2022   Ms Remya John

DECLARATION

I do affirm that the project **"Karikku as a digital platform for product placement"** submitted

in partial fulfillment of the requirement for the award of the Masters of Arts degree in

Journalism and Mass Communication has not previously formed the basis for the award

of any degree, diploma, fellowship or any other similar title or recognition.

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TABLE OF CONTENT

List of table

List of figures

Abstract

CHAPTER-3

METHODOLOGY

CHAPTER-4

DATA ANAYSIS

CHAPTER-5

CONCLUSION

REFERENCE

APPENDIX

LIST OF TABLES

LIST OF FIGURES

ABSTRACT

KARIKKU AS A DIGITAL PLATFORM FOR PRODUCT PLACEMENT

In this study, researcher tries to analyse the reasons whether Karikku as a digital media platform influence the youngsters to purchase products advertised in Karikku web series as product placement. To analyse whether youngsters are aware about product placement in digital platforms, various aspects of how the web series is influencing to purchase the products are discussed in the study.

The quality of the content and many other aspects are noticed by the researchers study that which are influencing the youngsters to buy the product. Some of them are using those products continuously.

The main objective of this study is to find out whether youngsters are aware about product placement in Karikku and whether the product placement shown in karikku influence them to buy the product shown in the content of the web series. For the purpose of the this study, quantitative method under which a questionnaire method will be used to draw the conclusion .

Chapter 1

INTRODUCTION

1.1 Product Placement

Product placement is a very common advertising strategy in today's world. Digital content is now focusing more on product placement and marketing their channel as well as the products. Product placement is becoming more popular among marketers with each passing day. Product placements that can be seen today are subtle in nature.Therefore, they do not distract the viewer's substantial attention from the main content of the program or film.

Figure 1.1Edumpus placement in Karikku

Eventually, the spectator may believe that the artist has included this positioning. In reality, the producers of the content themselves and not the marketers, with the sole aim of promoting these products have included these advertisements. This increases the credibility of the placement as well as of the product itself in the minds of the audience.

1.2 Digital Platform

Any electronic tool for communication, including desktop, mobile, social, and email software, is referred to as a digital platform. This includes websites and social media platforms such as Twitter, Amazon, Instagram, Facebook and YouTube. A digital platform is a digital place where users can collaborate, engage, and transact digitally. The terms "digital marketplace" and "digital platform" are frequently interchanged. Digital platforms are building up a new world for the people and society as when digital platforms are increasing daily means developing of new technologies.

1.3 Branding

Brands can use product placement as a modern merchandising approach to reach their target customers without utilizing overt traditional advertising. Because the product is embedded in another form of media, embedded marketing is another term for product placement. Branded goods or services are frequently placed in entertainment, such as movies or television shows now. Viewers can see in many movies as well as web series, the usage of product placement in it and how they are using it to merchandise particular products or any ideas and concepts. For example, in many films or any other digital media content the celebrity is shown using objects or products, they use celebrity endorsement as a tool to market these products.

1.4 Digital Content

Any content that exists in the form of digital data is referred to as digital content. Digital content, often known as digital media, is saved in specific formats on digital or analogue storage. Information that is digitally broadcast, streamed, or stored in computer files is considered digital content. Digital content can be defined as popular media genres when

viewed narrowly, or as any type of digital information when viewed broadly. As more people utilise the Internet, the amount of digital content has grown. Expanded access has made it easier for individuals to get their news and watch TV online, putting traditional platforms to the test. Increased Internet access has also resulted in the mass publication of digital content by individuals in the form of eBooks and blog posts.

1.5 Web Series

A web series is similar to a television show. Both have several episodes that tell a tale or provide information. The primary distinction between a web series and a television series is the amount of money required to launch and maintain each. A camera, a show premise, and individuals to recite the written or unscripted lines are all required for a web series.

Figure 1.2 Karikku web series

We are having hard core of web series in digital media platforms and now as people are showing more interest in web series and now production placement is increasing widely as a

marketing strategy. As now product placement is widely seen in many digital contents the marketing through media has found different phases.

1.6 Karikku

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Figure 1.3 Edumpus placement in Average Ambili

We are having hard core of web series in digital media platforms and now as we see people are showing more interest in web series and now production placement is increasing widely as a marketing strategy. As now we see product placement is widely seen in many digital contents the marketing through media has found different phases.

1.7 Need for the study

This study is about how Karikku act as a digital platform that shows product placement and how far the use of these products are seen and used by the audience watching the program.The aim of this study is to find out how people are getting influenced through the product placements displayed in the digital platform Karikku. The data is collected through surveys, aiming people aged between 18 to 28. Snowball sampling and convenience sampling method is used to collect the data. The study was concentrating on 100 samples in the survey list.

1.8 Objectives

- To evaluate to what extent people know about product placement in digital contents.

- To examine whether people use products that they see in digital platforms.

- To understand and evaluate Karikku as a brand developing digital media.

- To examine why people are using these products shown in the web series.

1.9 Research question

- Does the product placement shown in KKarikku influence you to buy the product?

- Do you think KKarikku's marketing strategy in product placement is good?

- Which marketing strategy of product placement you find interesting?

Chapter2

REVIEW OF LITERATURE

2.0 INTRODUCTION

The study is conducted with the objective of finding the importance of product placement in digital platforms. The study is concentrating on Karikku YouTube channel and how it influences the people to see through different product promotions etc. Product placements are new forms of advertisement which persuade the audience unconsciously. The study is about how the digital content industry is showing advertisements through online media platforms and to what extent product placement is purposefully added in the settings and location when a programme is made. Therefore the investigation of literature on product placement and the specific aspects of product placement will give deep understanding on it.

Many of the studies would look at only one particular angle of product placement but this study aims to incorporate different aspects which make the topic more familiar to the readers. A questionnaire is used for primary data collection. Reviewing previous research works will give more insight into product placement and will be of great help to conduct this study in a broader perspective. In this chapter, previous research works on product placement focusing on different perspectives are reviewed. The main source for accessing previous literature on Product Placement is mainly through the web and also books and journals consolidating essays and research works on product placement.

2.1 DIGITAL MEDIA

Tajpour and Hosseini(2021) in their study'Entrepreneurial Intention and the performance of Digital: Startups : The mediating role of social media', mentions that the major goal of this study was to look at the impact of entrepreneurial ambition on performance development in digital start-ups as mediated via social media. The participants in the study are the CEOs and founders of 416 digital start-ups. The minimal number of samples for this study was estimated to be 199 using Cochran's method and a 5 percent error level at 95 percent confidence level. In 2020, a standard 29-item questionnaire was given online to collect data. Using PLS3 software and structural equation modelling, this study looked into the relationships between variables. The findings show that elements of entrepreneurial intention such as information sharing, reputation, social ties, and identity have a beneficial impact on the performance of digital start-ups via social media: Furthermore, the findings suggest that successful businesses are constantly producing and disseminating new information, which they then apply to new technologies and products quickly..

Chin and Wilson (2012) in their study 'Product placement in the digital world: A conceptual Framework'. In this study they give the recent development in new communication tools, product placement has gotten a lot of attention. This research provides a significant contribution by proposing a classification system that includes both new and old-style product placement media forms. A preliminary operational model is created, which will be put to the test in subsequent qualitative and quantitative research phases. To answer the research issues, an experimental design identifying four classes of media platforms is presented. This classification tries to emphasize the differences between different media

platforms based on their different purposes of use and how consumers interact with each platform. It is thought that gaining a better grasp of these characteristics of consumer behaviour will lead to a more effective marketing strategy.It is possible to test a more extensive study of the brand image and meaning transfer process. Overall, the purpose of this study is to solicit comments on the classification framework that has been built as well as the preliminary operational model that will be evaluated.

VildanJusufovi (2014) in his paper; '20 Years of Research on Product Placement in Movie, Television, and Video Game Media' discusses the popularity of product placement as a feasible alternative to traditional advertisements. The goal of this article was to thoroughly review, categorise, and analyse the existing product placement literature in order to identify potential research needs for academics and advice for effective product placements for Practitioners in the sector. The bulk of studies conducted to date have either focused on Specific countries or investigated effects on certain variables, according to this study. The Study also discovered that there is a significant gap in the literature on product placement Practice in countries other than the United States, with the majority of studies focusing on Tapping product placement effectiveness through either explicit memory related measures,such as recall and recognition, or consumer attitude across all three media vehicles. There is aneed for academic studies that will investigate the effects of product placements on measures other than memory and attitude, as well as those that will focus on demographic characteristics and reveal the impact of product placements on various groups in society.

2.2 MOVIES AND PRODUCT PLACEMENT

.*Padmanabhan and Jena* (2016) in their study titled 'Product placement and its effect on customers with special reference to south Indian movies' discussed the impact and influence of product placement in south Indian cinema. In this study, we examine the various brand placement tactics used in movies in south India for promotional objectives, as well as the Efficiency of this sort of communication, with a focus on the viewer's recollection of the Brand and its impact on brand image improvement. The goal of the research is to better Understand consumer purchasing habits. The study examined product placement in south Indian films by taking into account Kannada, Malayalam, Tamil, and Telugu films based on their popularity and the diversity of sorts of placements, and it was analysed using a questionnaire and a survey of 100 respondents. The importance of movies on the populace is clear in south India, particularly in Andhra Pradesh and Tamil Nadu, according to the study. Consumers believe that advertising should be entertaining, and that this should be combined With a plot to effectively communicate the brand message.

Meyer et.al (2016) in their paper named 'The effect of product placement on the Evaluation of movies' look into the link between product placement and consumer Evaluations of media programming. Consumers may not perceive them as typical advertising,According to the authors, because placements of real brands can increase realism, even if Placements can sometimes interrupt the consumption experience. As a result, the authors argue that there is a favourable association between product placement and consumer evaluation. However, if there are too many product placements in a single

programme, this relationship may be unbalanced. Furthermore, depending on the type of programming, such as art vs entertainment films, the relationship may be different. A generalised method of moments instrumental variable technique was used to conduct empirical analysis on 134 films released between 2000 and 2007.According to estimates based on data from 134 films released between 2000 and 2007, product placements have a strong favourable effect on Customer evaluations, but when utilised in excess, the effect becomes negative. Furthermore, There is a relationship between the nature of the film and the quantity of commercial placements, with consumers of independent films viewing product placements negatively.

Seipel et.al(2017) in their study 'Key factors in understanding trends in Hollywood product placement from 2005 to 2015' traces the evolution of product placements In top-grossing Hollywood films from 2005 to 2015. This study uses a quantitative content Analysis to show how production costs affect the use and execution of product placements. According to the research, films with lower production expenses have much more product placements overall, products are on screen longer, more brands are in films, products are discussed and seen more frequently, and films have more character participation. All variables increased significantly between 2005 and 2015, with the exception of the number of brands and the length of placements.

Kumar(2017) in his study titled 'Influence of product placement in films and television on Consumers brand awareness' discovers why consumers connect with items, their attitudes toward product placements, and how this affects their brand awareness and purchases. This Research focuses on the impact of product placements on consumer brand awareness. A Questionnaire was used to collect data for this study, which included

questions about general Opinion as well as the impact of product placements on brand awareness. For this study, a total of 170 people were chosen as respondents. Because this age group is the most exposed to television and film viewing, the target sample includes respondents of both genders between the ages of 18 and 50.Advance Analytics Methods were used to analyse the data (Random Forest and Association Analysis). The first method assisted in identifying crucial Factors, while the second way assisted in observing the many combinations of factors that Influence product placements in films and television.

Diwan(2017) in his research titled 'Consumer attitude towards the product placement in Movies and TV Serials' aimed to find out how people feel about product placement in movies and television shows, so that marketing managers can better understand how people feel About it. Researchers used exploratory research design and the data's were collected mainly Through website research article reference book journals which are known as secondary data.Marketing companies have always been on the lookout for new ways to communicate their ideas to their target audiences. Product placement, which has become a huge field for firms to incorporate in their marketing communication during the last few decades, is one strategy that has risen in popularity. People have been demonstrated to dislike traditional advertisements such as commercial breaks on television and would try to escape them by changing channels.

Because product placement is a sort of advertisement that is embedded in a movie or TVShow and cannot be zapped away without disrupting the story, it is a terrific opportunity for aCorporation to reach out with a message. The goal of this study is to find out how people feel about product placement in movies and television shows, so that marketing managers canBetter understand how people feel about it.According to the findings,

individuals have a good view toward product placement in general. Despite the fact that product placement provides marketers with an alternate approach of acquiring product exposure through a media settingWhere targeted consumers may be especially responsive and Although the effects of product Placement on customers can influence brand identification, recall, and attitudes, the sort ofProduct placement matters. According to our research, plot placement outperforms the otherTwo types of product placement in terms of influencing the audience. However, there is a riskOf going too far, and viewers may perceive it as overtly excessive, so marketers must strikeThe right balance between the three types of product placement.

 Almeida et.al (2018) in their study titled 'The Viability of Using ProductPlacement in Movies: A Bollywood Perspicacity' examines the importance of productPlacement in Bollywood films.This descriptive study makes a modest attempt to analyse andEvaluate the viability of using product placement in Bollywood movies as a rising promotingMedium.Product placement in movies is one of the most effective marketing methods thatAny company can do it. Few articles are examined, and a conclusion about the impact ofProduct placements in Bollywood films is reached.According to the findings of the study, thisMethodology can be turned into a highly effective tool for promoting products providedProduct placement is done in an inventive, creative, and appealing manner.

 Battacharya (2020) in his study named 'In Film Brand Placement: A successful strategy for Brand promotion' determined the audience approval of in-film branding as well as memory Capability. For this study, a survey was done among the public to assess how they react to in- Film brand placements. In India, idol worship is quite widespread, thus when a star endorses aBrand, especially within a film, the brand is noticed and remembered.

Because traditional Media is becoming overburdened with commercials, corporations are constantly trying to find New ways to push their names among customers. Brand placement in movies is a strong way To get people's attention. Though it is not a replacement phenomenon, its grew in relevance within the market over time, becoming a billion-dollar industry. It's fascinating to determine how carefully both the filmmakers and therefore the brands collaborate to include the Marketing message as an intrinsic element of the movie. In movies, brand placement is Gaining lots of attention globally. Film branding is becoming a really important source of Revenue in India. This method is only used in Hindi films; also used in regional films. Nowadays, scenes inside a movie are created to suit advertising placement within the Presence of well-known stars. The findings demonstrate how quickly individuals remember And recall the companies included in films. Consumers, on the other hand, see nothing wrong With film brand placement. People between the ages of 17 and 27 who watch movies on a regular basis perceive film brand placement favorably and recall the brands displayed.

Wu et.al (2021) in their research named 'Exploring the Effects of Product Placement in Movies and Its Influence on Consumer Behavior-A Case Study of the Transformers Series' looks into the causes and difficulties surrounding the impact of product Placement in the Transformers series of action blockbusters. Research used mixedMethodologies, which organically blend qualitative and quantitative analyses. The study usedThematic analysis, which is a method for detecting, interpreting, and reporting patterns inData. The data from respondents feedback on the Transformers Series was collected throughA semi-structured interview. Thematic analysis is used to evaluate the responses, which areGrouped into three themes: the effects of product placement on consumer behaviors; thePrimary factor of

product placement and its challenges; and the impact of brand identity. TheFindings show that product placement in movies has an impact on consumer behavior,Including spending power and sentiments. The product placement should be directly relatedTo the film main plot points. As a result, rather than being introduced abruptly and brutally,The plot should be woven into the narrative of the film. The findings of the study suggestedThat product placement may play a role in the mercenary environment. Despite the fact that itHas a negative impact on society, product placement in good films is tolerated. Furthermore,According to the study, product placement increases brand exposure, which improves viewerRecognition by repeating in the film. In terms of the future of product placement in the filmBusiness, it will continue to be an important advertising medium for product promotion. InThe process of product placement, the brand should pay attention to the form and the feelingsOf the audience, according to this study. Furthermore, the film product embedded degreeMay be worth exploring for a future motion picture.

   Hurley in his study 'Impact of product placements in blockbuster films on consumers'

Behaviour' aimed to see how product placement in blockbuster movies affected customer Behaviour. It also goes farther in terms of its potential to raise brand knowledge and memory,As well as elements that influence purchase intent. The researcher used a qualitative and

quantitative approach to uncover discoveries and fill in gaps. The sample consists of French Moviegoers who volunteered to participate in the questionnaire and interview. First and foremost, the findings emphasised consumers knowledge of product placements. Most of

Them like this technique, but they are uninterested in it and do not glance at it while

viewing aovie. However, when a placement is too visible, it is rejected, and customers are

concerned

That films will become huge advertisements. Furthermore, when it comes to emotions like

Personal interest or affiliation with an actor, a character, or a film, the data demonstrated

Stronger reactions, particularly in brand recall and buy intention.

2.3 WEB SERIES AND MARKETING OF PRODUCT PLACEMENT THROUGH SOCIAL MEDIA

*Iyer*in his paper'A Study of effectiveness of product placement in Indian Web series

among young consumers',heinvestigates the effectiveness of product placement in Web

series among young Indian viewers. With increased competition and media congestion,

advertisers are finding it more difficult to capture customers' attention.With the introduction

of digital technology, online content has become the newest option for advertisers to reach

their target customers. There is a huge range of stuff available on the internet. Every day,

new content platforms emerge, ranging from blogs to social media to Vlogs. One such

phenomena is the growing popularity of Web series, which are similar to traditional

television shows but can be viewed online. Product placement in Web series refers to the

commercial insertion of a brand inside an episode, whether through visual presence, verbal

mention, or incorporation into the plot, with the goal of influencing recall and thus

customers' perception of the brand. Although India has one of the highest rates of digital

growth in the world, and advertising in this medium is becoming more popular, it is critical

to assess the efficiency of these placements and find key placement features that can help

with brand memory. The research will assist students and academics in comprehending the extent and importance of product placement, as well as marketers in strengthening their connections with consumers. To understand secondary data in an Indian context, this study was developed in two stages, with the majority of secondary data and some original data. Primary data was collected in Pune through an online questionnaire survey that used convenience sampling to select young consumers aged 18 to 30. It was easy to conclude that product placement in Web series influences recall using simple statistical analysis.

Pantelic,(2016). Product placement on social media, in this research paper he talks about the conditions of communication politics have substantially changed and superseded the classical tools as a result of increased limitations, saturated advertisement markets, and updated technology. To avoid these problems, marketers began to carefully promote their products through film and television appearances rather than traditional commercial spots. Furthermore, social media has evolved into one of the most recent and successful communication channels, particularly among Generation Y, which businesses are attempting to leverage. Product placement on social media was produced by combining these two instruments. Product placement in movies and television has been proven to be a successful marketing technique when used effectively, according to extensive market research. However, there is a scarcity of study on product placement on social media.As a result, this paper will address the research questions to see if product placement on social media is as effective as it is in movies and television.

Kaur et.al (2021) in their study titled 'The persuasive effect ofProduct placements: evidence from an emerging market ,this empirical study discussed the Effectiveness of product placements in the setting of an emerging market. ResearchersStudied the affective

and behavioural responses of young Indian adults using an experimentalMethodology. To persuade consumers, marketers are increasingly depending on covertAdvertising strategies. The findings revealed that product placements are positively receivedBy young adults. It is shown that brand attitude transformation has a moderating function inThe relationship between attitudes regarding product placements and purchase intentions. TheResearch sheds light on the impact of execution aspects on viewers reactions. Based on theFindings of this study, implications and directions for future research are presented.

Chapter 3

METHODOLOGY

3.0 Introduction

Research methods are the strategies, processes or techniques utilized in the collection of data or evidence for analysis in order to uncover new information or create better understanding of a topic. It discusses many approaches to determining the most important research issues. It incorporates concepts, values, and principles that can be utilized to guide the ways and acts taken. The goal of this study is to determine how prevalent product placement is in digital media, as well as whether or not individuals are aware of it and whether or not they use the products displayed on the platform.

3.1 Sample for study

A sample is a group of people selected by the researcher to conduct the data analysis . The sample is examined by the researcher and come to an conclusion. In this study, the researcher focuses on youth within the age gap of 18 to 24 years who are mostly likely to watch digital contents and web series

3.1.1 Sampling technique

A research methodology definition is: specific techniques for collecting and analyzing data in order to uncover new information. Research methodology provides a strategy by which the researcher can plot out a systemic process to understand a phenomenon ,(Waltz & Moffitt 2021).. The researcher used a non-probability sampling technique called purposive

sampling for this investigation. A researcher chooses the respondents based on their own judgement in this sort of sampling. The sample is between the ages of 18 and 24.

3.1.2 Sample size

Sample size is the term used in research for defining the number of subjects included in a sample. In this study, the sample size is 100 respondents from Kerala, the age group will range from 18 to 24 years.

3.2 Research design

A researcher can conduct the study using one of two ways. It could be a qualitative or quantitative approach. For this study, the researcher employed a quantitative approach of investigation, in which data is collected through closed-ended questions with pre-determined levels. This will help the researchers in analyzing the use of product placement in digital platforms.

3.3 Tools for collecting data

For data collection tools or approaches, a researcher will need a lot of data. Primary and secondary data are the two categories of data. Primary data is information gathered directly by the researcher, whereas secondary data is material that already exists or has been collated by another researcher.

The primary data for this study was acquired from young people aged 18–24 years. For this, the questionnaire data gathering technique was used. A questionnaire containing ten questions was distributed to 100 respondents in Kerala who are between the ages of 18 and

24 years old for this study. The researcher's secondary data contains published research articles by scholars that validated the research topic.
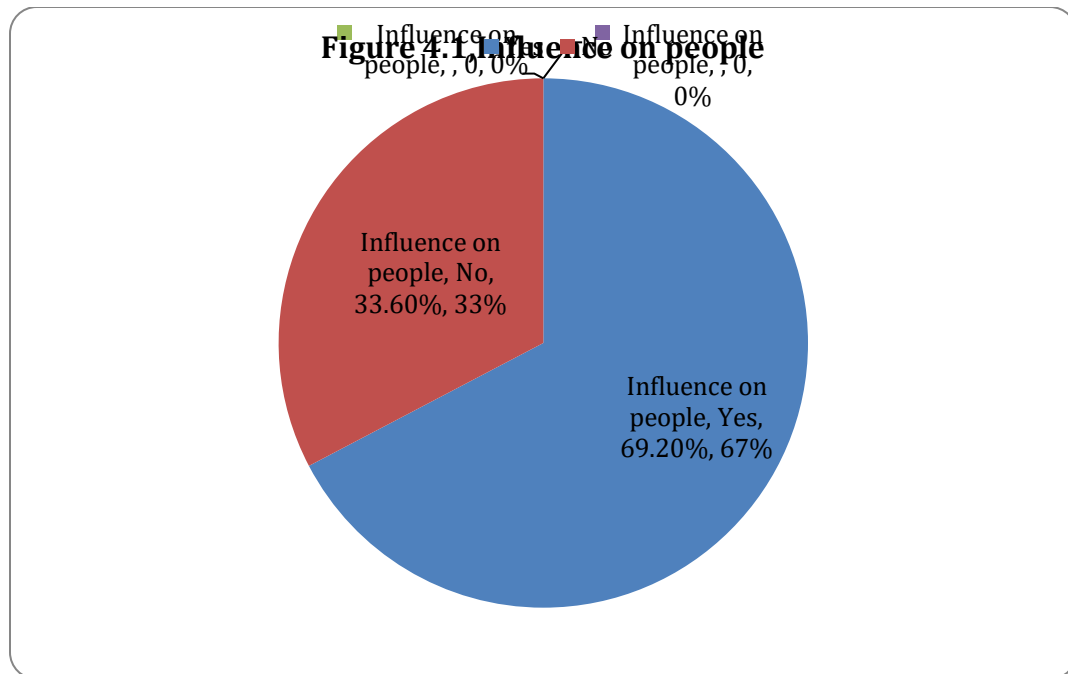
Chapter 4

DATA ANALYSIS AND INTERPRETATION

The main objective of the study was to identify product placement in digital content media Karikku and what makes people to buy the products shown in Karikku. All the information that is gathered for the study to answer the analysis queries and to fulfill the objectives of the study are analyzed and interpreted with the help of questionnaire.

Table 4.1 Influence of Karikku as a digital platform in buying products

Influence on people	Frequency	Percentage
Yes	67	67%
No	33	33%
Total	100	100%

Figure 4.1 Influence on people

Influence on people, , 0, 0%
Influence on people, , 0, 0%
Influence on people, No, 33.60%, 33%
Influence on people, Yes, 69.20%, 67%

67% of the respondents said that they are getting influenced by Karikku to buy the products they shown through product placement.

33% the respondents said that they are not getting influenced by Karikku to buy the products they shown through product placement.

From the above data, it is interpreted that the majority 67% of respondent is getting influenced by Krikku's digital content to buy the product shown through product placement in it.

Table 4.2 Beneficiary of the product

| Beneficiary of the product	Frequency	Percentage
Yes	69	69%
No	31	31%
Total	100	100%

Figure 4.2 Beneficiary
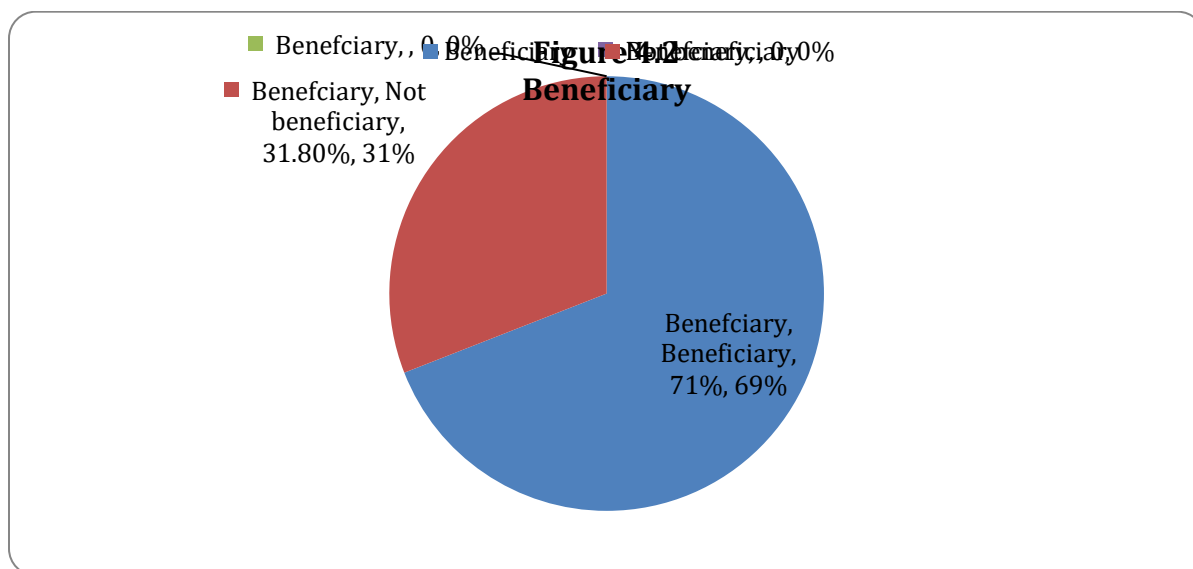
69% of the respondents said that product shown in Karikku are beneficiary for them.

31%of the respondents said that product shown in Karikku are not beneficiary for them

From the above data, it is interpreted that majority 69% of the respondents are benefited whereas only 31% are not being benefited by the product placement in Karikku.

Table 4.3 Purchased products after watching Karikku

| Product Purchased	Frequency	Percentage
Purchased	45	45%
Not Purchased	55	55%
Total	100	100%

Figure 4.3
Product Purchased
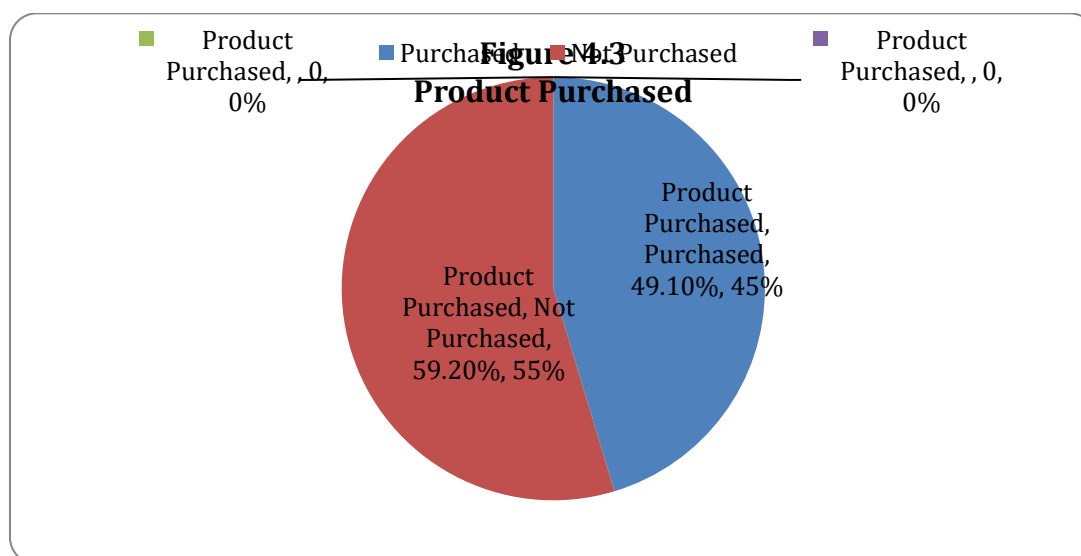
45% of the respondents said that they have purchased product from Karikku after watching the placement of products in it.

55% of the respondents said that they haven't purchasedany product from Karikku after watching the placement of products in it.

From the above data, it is interpreted that majority 55% of the respondents don't buy products after watching the product placement in Karikku whereas only 45% of repondents buy the products shown in Karikku.

Table 4.4 Elements that made interest to watch the show

Elements	Frequency	Percentage%
A. Good quality content	87	79.8%
B. Visual treat	60	55%
C. Making	44	40.4%
D. Actors	54	49.5%
E. Usage of different products/ Applications	21	19.3%
F. Others	4	3.6%
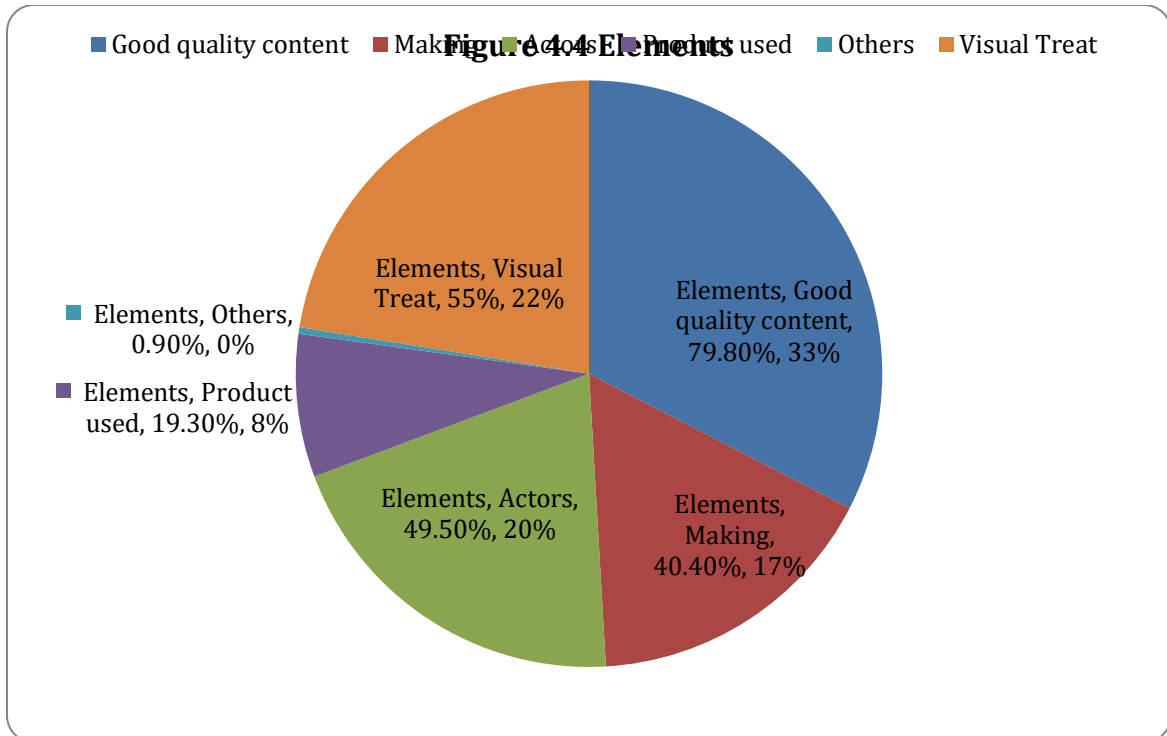
Figure 4.4 Elements

79% of respondents out of 100% said that they watch Karikku due to the good quality content videos that they give out.

55% of respondents out of 100% said that they watch Karikku due to the visual treat they provide in each video.

40.4% of respondents out of 100% said that they watch Karikku due to themaking style of the video.

49.5% of respondents out of 100% said that they watch Karikku due to theactors in the video content.

19.3% of respondents out of 100% said that they watch Karikku due to the product placement or for those products and applications shown in the video content.

3.6% of respondents out of 100% said that they watch Karikku due to other matters of the show.

From the above given table and data , it is interpreted that majority 79.8% out of 100% said that they watch Karikku due to the good quality content video and only 19.3% out of 100% said to be watching Karikku for the product placement shown in it.

Table 4.5Purchase of the product shown in the content

Purchase of the product	Frequency	Percentage
Credibility	25	25%
Appealing	22	22%
Generate Interest	29	29%
Curiosity	21	21%
Others	3	3%
Total	100	100%

Figure 4.5
Purchase the product
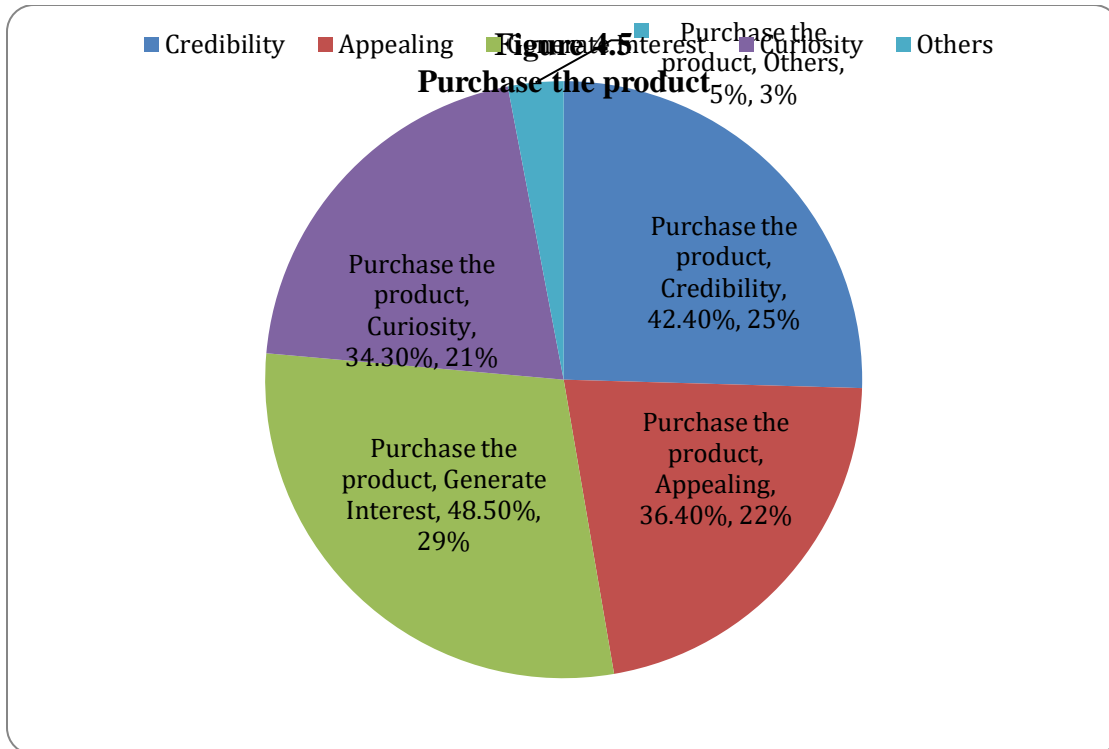
25% of the respondent said that credibility of the product placement made them buy the product.

22% of the respondent said that the appealing element of the video content made them buy the product.

29% of the respondent said that product shown in Karikku generate interest for them to buy the product.

21% of the respondent said that the product placement created curiosity on them that made them buy the product.

3% of the respondent opted other factors for buying and not buying the product.

From the above data, it is interpreted that majority of the respondent , 29% buy products after watching Karikkus product placement as it generate interest on them.

Table 4.6Karikkus marketing strategy in product placement

Marketing strategy	Frequency	Percentage
Good	93	93%
Not good	7	7%
Total	100	100%
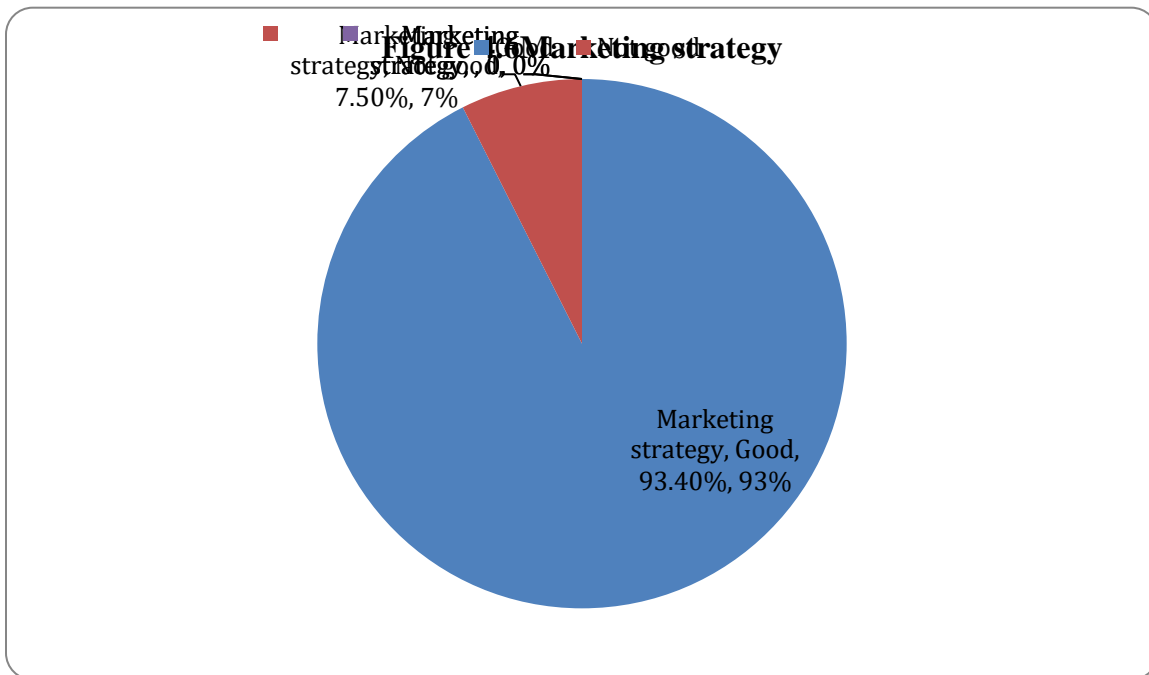
93% of the respondent said that Karikku's marketing in product placement is good.

7% of the respondent said that Karikku's marketing in product placement is not good.

From the above data , it is interpreted that 93% of the respondent likes the marketing strategy of Karikku's product placement.

Table 4.7 Emotional attitude caused towards any product

Emotional attitude	Frequency	Percentage
Yes	99	99%
No	1	1%
Total	100	100%
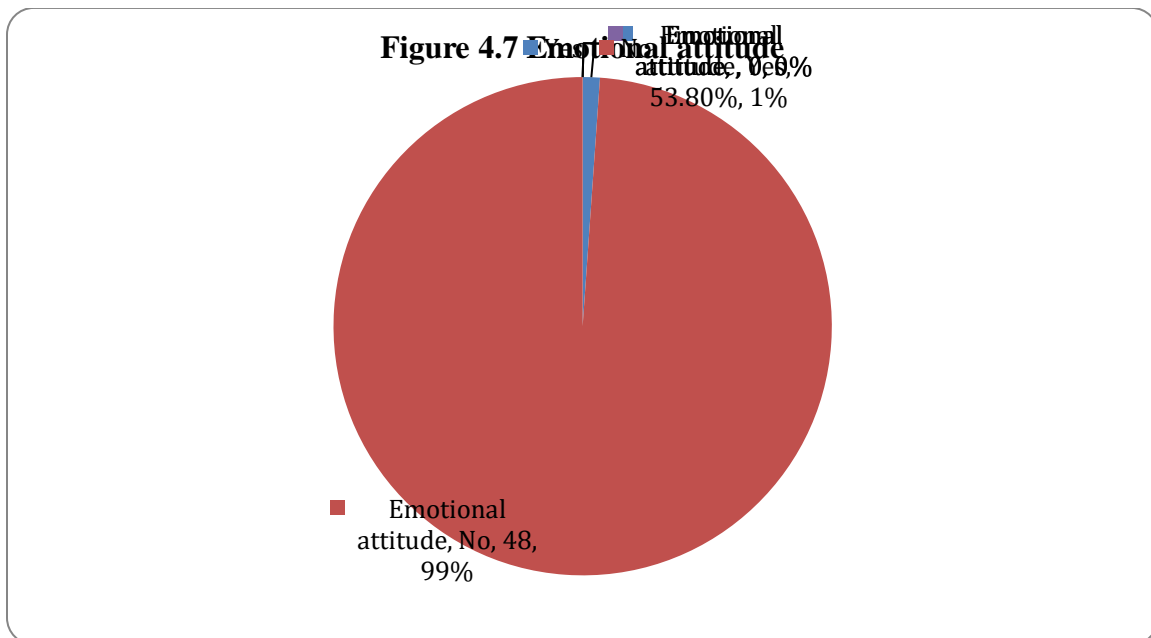
Figure 4.7 Emotional attitude

99% of respondent said that they are having emotional attitude towards the product they use after watching Karikku.

1% of respondent said that they are having emotional attitude towards the product they use after watching Karikku.

From the above data, it is interpreted that majority of the respondent is having emotional attitude towards the product they use after watching Karikku digital contents.

Table 4.8 Causes for the emotional attitude toward the products

Causes	Frequency	Percentage
Continuously using product	48	48%
Emotional Attachment	51	51%
Others	1	1%
Total	100	100

**Figure 4.8
Causes**
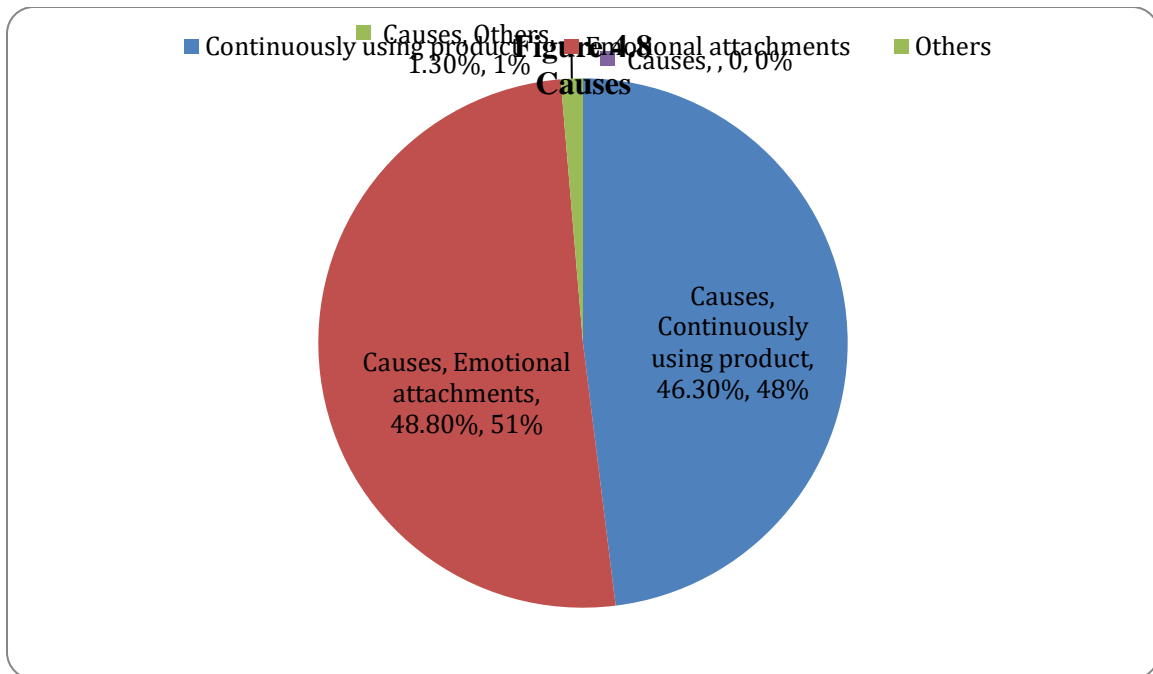
48% of the respondent is having emotional attachments towards the product, that causes emotional attitude for them.

51% of the respondent are continuously using the product ,that causes emotional attitude for them.

1% of the respondent are having others reasons ,that causes emotional attitude for them.

From the above data, it is interpreted that majority of the respondents are having emotional attachment towards the product and the cause of it is continuous usage of the product shown in Karikku as product placement.

Table 4.9 Products used after watching Karikku

Sl.no	Product used
1	Up stocks
2	MPL
3	Stock marketing
4	Different applications
5	Edumpus
6	Njuce juice
7	Trade marketing

From the above table, it is interpreted that respondents are using different products shown in Karikku as product placement. Respondents are using products that includes marketing and other digital platforms too. Products and applications like Up stocks, MPl, Stock marketing, Edumpus which is an digital educational platform, Njuce juice which is a drink product and trade marketing applications , these all are being used by the respondents after knowing through the digital content platform Karikku.

Table 4.10 Marketing Strategies for product placement

Sl.no	Marketing strategies
1	Digital marketing
2	Usage of product placement
3	Quality content
4	Marketing through social media
5	Better presentation
6	Perfect blend of the advertisements in between episodes
7	Promotion of product's

From the above table, it is interpreted that the respondents sees different marketing strategies for product placement in Karikku. The respondents have come with the usage of digital marketing, usage of product placement, quality content, marketing through social media, they are having better presentation, perfect blend of advertisements in between each episodes and how they are promoting the products shown in the digital platform Karikku.

4.11 Discussion

The data analysed in the form of pre-determined and descriptive responses had helped the researcher to interpret and analyse product placement shown in digital platform KKarikku's influence among youth. The responses helped to understand what made the respondents to watch Karikku and use the products shown in Karikku through product placement.

Majority of the respondent say that they watch Karikku due to the quality content they show and also how they handle the product placement of different applications as well as products in different episodes. Majority of the respondents also says that Karikku'splacement of products are good and it is easy for them to understand the usage of those products or applications.Through the data analysis it is analysed that majority of the respondents are buying products shown in Karikku digital content due to having emotional attitude towards the product.

Most of the respondents agreed that Karikku as a digital platform influence them to buy the products shown on it. They also agree that they are being benefitted by the products they use after watching Karikku. They said that it has created emotional attitude towards the product they use and the respondent use these products because of the different marketing strategy they use also the elements like good quality content, the making, actors and other elements make them interested to watch the show.

Majority of the respondents did not purchase any product that was shown in Karikku's product placement but those who purchased had emotional attachments towards the product and majority of them were continually purchasing the products. Respondents

have also found many marketing strategies in Karikku product placement that were found interesting to them. Karikku product placement and marketing strategies were recognized by majority of the respondents.

4.12 Findings

In this chapter, the researcher has analysed and interpreted the data gathered from the survey. The findings of the study are as stated below:

4.12.1Influence of Karikku as a digital platform in buying products

67% of the respondents said that they are getting influenced by Karikku to buy the products they shown through product placement.

4.12.2 Beneficiary of the product

69% of the respondents said that product shown in Karikku are beneficiary for them.

4.12.3 Purchased products after watching Karikku

55% of the respondents said that they haven't purchasedany product from Karikku after watching the placement of products in it.

4.12.4 Elements that made interest to watch the show

79% of respondents out of 100% said that they watch Karikku due to the good quality content videos that they give out.

4.12.5 Purchase of the product shown in the content

29% of the respondent said that product shown in Karikku generate interest for them to buy the product.

4.12.6 Karikkus marketing strategy in product placement

93% of the respondent said that Karikku's marketing in product placement is good.

4.12.7 Emotional attitude caused towards any product

99% of respondent said that they are having emotional attitude towards the product they use after watching Karikku.

4.12.8 Causes for the emotional attitude toward the products

51% of the respondent are continuously using the product that causes emotional attitude for them.

4.12.9 Products used after watching Karikku

The respondents are using different products shown in Karikku as product placement. Respondents are using products that include marketing and other digital platforms too. Products and applications like Up stocks, MPl, Stock marketing, Edumpus which is an digital educational platform, Njuce juice which is a drink product and trade marketing applications , these all are being used by the respondents after knowing through the digital content platform Karikku.

4.12.10 Marketing Strategies for product placement

The respondents view different marketing strategies for product placement in Karikku. The respondents have come with the usage of digital marketing, usage of product placement, quality content, marketing through social media, they are having better presentation, perfect blend of advertisements in between each episode and how they are promoting the products shown in the digital platform Karikku.

CHAPTER V

CONCLUSION

5.0 Conclusion

The findings from the responses received bring out bound distinction and similarities within the behavior shown by each respondent with relevance to the product placement shown in Karikku digital platform.

The first thing came to light is that the respondents watching Karikku and how it is influencing them to buy the product , by this the researcher is of the opinion that product placement is a great marketing strategy used by most of the digital media. In Karikku, they are using different methods for creating marketing technique and it is helping in building product branding. The respondents are having emotional attitude towards the product they use and majority of the respondents , 99%, is saying yes towards it. They prefer Karikku's social media marketing ways to buy the product as the placement shown in Karikku is appealing and it generates interest on them.

As per the response received, many of the respondents choose the product shown in Karikku digital content as they are having emotional attitudes for the product and the respondents find many elements like the digital content how it is visually appearing , the quality of the content, actors, credibility , curiosity etc. make them purchase or use the product. The respondents have used many applications and products after watching Karikku , products like Njuce juice and many applications like Up stocks, MPL, stock marketing, trade marketing and other different applications. This conclude the fact that product placement in digital platform

Karikku is being noted by most of the youth as the researcher has found that majority of the respondents get influenced by the product placement in Karikku and they are using different marketing strategies for promoting it.

5.1 Limitations and Recommendations

The analysis methodology has some limitations. First, the viewers' flexibility on knowing - some youngsters weren't aware about product placement in any media. Those respondents who knew about the product placement and branding in Karikku haven't purchased any product from it. This study is limited to only 100 respondents and only focused on youngsters from Kerala as Karikku is a web series in a digital platform in Kerala in their regional language. So the respondents were constraint to that. If the survey was conducted to those who were working in the field of digital marketing and are aware of the product placements in the series, the results would have been more valid.

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APPENDIX

Survey Questionnaire

Name of the researcher :PyariPrem

Purpose of study: The study is conducted to analyse the digital platform and the product placement in Karikku. The study focuses on upto what extend people are awareabout such marketing advertising strategies and are they getting any benefits from it. To gather a better understanding, a survey is conducted covering this topic. A questionnaire was prepared and provided among the age group between 18- 28.

Sample size:

Name:

Age:

Gender;

Occupation:

1.Does the product placements shown in Karikku influence you to buy the product?

    1) Yes   2) No

2. Do you think that these products are beneficiary for you?

      1)Yes   2) No

3. Have you purchased any product after watching it in the channel's content?

      1) Yes   2)No

4. What all elements in the show make you watch it?

      1)Good quality content   2) Visual Treat3) Making   4) Actors

      5) Usage of different products/ application   6) Others

5. What make you purchase the product shown in the content?

- Credibility
- Appealing
- Generate Interest
- Curiosity
- Others please specify

6.Do you think Karikku's marketing strategy in product placement is good?

- Yes

- No

0.   Does this Digital content make any emotional attitude towards any product?

- Yes

- No

8. State your reason for Question No. 7?

- Continuously using product

- Have emotional attachments

- others please specify

9. Which product have you tried using after watching the channel?

10 Which marketing strategy of product placement you found interesting?