

**International Journal of Indian Economic Light (JIEL)**

SJIF Impact Factor (2016):5.142

Volume: 6 |July – June| 2017 -18

**SYSTEMATIC LITERATURE REVIEW OF PRODUCT  
PLACEMENT IN FILMS****Vijay Kumar<sup>1</sup>**<sup>1</sup>Research Scholar, School of Communication, Manipal University, Manipal, Karnataka, India.**Dr. Padma Rani<sup>2</sup>**<sup>2</sup>Professor & Joint Director, School of Communication, Manipal University, Manipal, Karnataka, India.**Dr. Ravishankar N<sup>3</sup>**<sup>3</sup>Assistant Professor, Department of Statistics, Manipal University, Manipal, Karnataka, India.**ABSTRACT**

Is product placement in films recognized by audience? Products are placed in films as covert advertisement. Films provide a platform to advertise diverse products in a variety of modes. Films are entertainment platforms which use celebrities to promote a product by weaving it into the story line. The undivided attention of the audience is sought on the product/service; which is a unique feature that film as a medium offers. The brand image created with the aid of films has an impact on recall at the purchasing point . This paper seeks to do a systematic review on product placement in films. Quantitative meta analysis is also done to check the impact of product placement on audiences. Numerous studies were found related to product placement. For the analysis forty-one studies which dealt with product placement in films were taken for analysis. The meta analysis points out that product placement is recognized by audiences and does have an impact on the audiences and companies.

**KEY WORDS:** Product placement, films, systematic review, marketing, brand promotion.