

Influence of Sneaky Promotion on Consumer Buying Lifestyles

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Abstract — The advertising sector has become extremely competitive and more complex, requiring advertisers, marketers, and producers to utilize diverse modern communication strategies. Modern advertising techniques include online marketing, masked advertising, subtle advertising, social service campaigns, celebrity endorsements, in-store promotions, and digital out-of-home marketing. This study intends to investigate the impact of Sneaky Promotion on Consumer Buying Behavior in the context of CHENNAI. The quantitative research approach was utilized, and information was collected through a survey technique using an adapted questionnaire. A sum of 150 valid questionnaires was collected from important cities in CHENNAI. Results suggest that the instrument is reliable for evaluating the constructs. Correlation analysis shows a favorable relationship between the independent and dependent variables. Regression analysis demonstrated that Sneaky Promotion, Brand awareness and Brand recall have a significant impact on consumer buying behavior, whereas Sneaky Promotion Brand recognition does not significantly influence consumer purchasing behavior.

Keywords — *Sneaky Promotion, Brand Recognition, Awareness, Recall, Buying Patterns.*

1. Introduction

Consumer is the foundation of every business, and it plays a crucial role in the sustainability of organizations. Marketers and researchers analyse consumer behavior to pinpoint current demand, market gaps, and future market trends. Every business activity begins and concludes with consumers. The consumption of products and services constitutes the central activity of consumer buying behavior, and during the consumption process, the consumer must make various decisions. Numerous factors can influence consumer buying behavior.

The environment significantly impacts changes in consumer buying behavior. Consumers adjust their reactions based on their roles or the roles of the products. Various motives internally drive and stimulate the consumer, while incentives motivate the consumer from an external perspective.

A variety of advertising mediums are available to communicate messages. The primary categories of advertisements include three: magazines and flyers, outdoor advertising, and radio and television advertising. Masked marketing is also utilized as a well-known tool for marketing and advertising. “Masked marketing is the practice of embedding brands within entertainment media scenes such as movies, TV programs, news, radio programs, games, songs, and stage plays for marketing purposes.”

Masked marketing serves as an excellent source of awareness, choice freedom, subtlety, visibility, and showcases real-world consumption in films, which

encourages consumers to buy those products. Therefore, marketers and advertisers must innovate advertisement techniques or adopt novel promotional approaches to influence consumers' minds in unique ways. Various brand owners are leveraging masked marketing for brand awareness, recognition, and recall, effectively impacting consumer buying behavior.

2. Research Objectives

Despite its importance, masked marketing has been utilized less frequently and has not been extensively studied in Pakistan. This research study intends to explore the influence of masked marketing of various products on consumer purchasing behavior within the Pakistani context. Additionally, it aims to provide guidance for local producers of products and services on how they can achieve international brand recognition with a limited budget.

The following research objectives have been established to achieve the study's purpose:

- To examine the effect of Masked Marketing Brand Awareness on consumer purchasing behavior
- To examine the effect of Masked Marketing Brand Recognition on consumer purchasing behavior
- To examine the effect of Masked Marketing Brand Recall on consumer purchasing behavior.

3. Review of Literature

Redondo, (2012) investigated how visible exposure of products contributes to brand recognition by

incorporating them into games. He created three different versions of games on websites. He discovered that the version with a high degree of exposure positively affected brand recognition for users, while the low degree product placement had a lesser impact on users; the version with no product placements had no effect on consumers in terms of brand awareness and recognition.

Lee, et al.(2011) explored student perceptions of product placement. This exploratory study was performed in the USA and Korea. The Korean students believed that product placement is unethical. Korean students supported government regulations regarding product placement, while USA students preferred product placements in movies, TV shows, and music.

Lord and Gupta, (2010) reviewed previous research to analyze the acceptance of product placement and its effect on the purchasing behavior of B2B consumers. The findings indicated that product placement is a favorable and acceptable strategy for enhancing brand recognition and brand recall for B2B consumers when buying products and services.

Barn (2009) investigated the effects of product placement in India's movie industry. He concluded that product placement serves as an effective and persuasive method for achieving brand recognition.

Craig, et al (2008) indicated that brand awareness and brand recall positively influenced consumers in Australia and America. The findings of this study confirmed earlier research results from the US conducted in 1995 and 2003.

4. Progress of Hypothesis

After examining the aforementioned literature, the following hypotheses have been created:

- H1: There exists a positive association between Masked Marketing brand awareness and consumer purchasing behavior.
- H2: There exists a positive association between Masked Marketing brand recognition and consumer purchasing behavior.
- H3: There exists a positive association between Masked Marketing brand recall and consumer purchasing behavior.

5. Research Methodology

The primary aim of this study was to assess the effect of Masked marketing on consumer purchasing behavior within the Chennai context. To achieve this, the most appropriate approach was quantitative in order to

evaluate the existing theory regarding product placement in Chennai by gathering data from a substantial number of individuals.

5.1 Data Collection Methods

Data was gathered from both primary and secondary sources. The primary data was obtained through self-administered questionnaires, while secondary data was utilized from earlier studies. The survey-based research method indeed offers a systematic, unbiased, representative, theory-driven, quantitative, self-monitoring, contemporary, and replicable strategy for data collection.

6. Result and Descriptive Statistics

Descriptive statistics display the sample space, range, minimum values, maximum values, mean values, and the standard deviation values of demographic variables.

Table 1: Data values

	N	Range	Mini	Maxi	Mean	Std. D	Variance
Age of the individuals involved	141	4.00	1.00	5.00	1.6882	.76713	.588
Gender	141	1.00	1.00	2.00	1.4953	.50024	.250
Domiciliary incomes	141	3.00	1.00	4.00	2.6006	.92181	.850
Education qualification	141	3.00	2.00	5.00	3.1898	.82083	.674
Geographic area	141	6.00	1.00	7.00	5.0918	2.24908	5.058
occupation	141	1.00	1.00	2.00	1.3347	.47214	.223
Valid N (listwise)	141						

H1: There is positive relationship between Masked Marketing brand awareness and consumer buying behavior.

Table 2: Correlations Analysis of Masked Marketing brand awareness and consumer buying behavior

	Consumer Buying Behavior	Brand Awareness
Pearson Correlation	1	0.063**
Sig. (2-tailed)		0.000
N	141	141
Brand Awareness	0.603**	1
Sig. (2)tailed)	0.000	
N	141	141
**. Correlation is significant at the 0.01 level (2-tailed).		

The above Table show the correlation between consumer buying behavior and Brand Awareness through Masked marketing which are positively correlated

($r=0.603, p=0.000$). The table value show that there is positive and moderate relation between two variables so H1 is accepted with this statement that relation has been existed.

H2: There positive relationship exists between brand recognition from Masked Marketing and consumer purchasing behavior.

Table no 3: Correlations Analysis of brand recognition from Masked Marketing and consumer purchasing behavior

	Consumer Buying Behavior	Brand Awareness
Pearson Correlation	1	0.459**
Sig. (2-tailed)		0.000
N	141	141
Brand Recognition	0.459**	1
Sig. (2)tailed)	0.000	
N	141	141

**. Correlation is significant at the 0.01 level (2-tailed).

H3: There positive connection exists between Masked Marketing brand recall and consumer purchasing behavior.

Table no 4: Positive correlation between Masked Marketing brand recall and consumer purchasing behavior.

	Consumer Buying Behavior	Brand Awareness
Pearson Correlation	1	0.674**
Sig. (2-tailed)		0.000
N	141	141
Brand Recall	0.674**	1
Sig. (2)tailed)	0.000	
N	141	141

**. Correlation is significant at the 0.01 level (2-tailed).

The table values indicate that there exists a positive and significant relationship between the two variables, therefore H3 is accepted, confirming that a positive relationship has been established between the two variables.

7. Model Summary

Table 5: Multiple correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.603 ^a	.364	.363	.50648	
2	.611 ^b	.374	.373	.50281	
3	.737 ^c	.544	.542	.42944	1.733
a.	Predictors: (Constant), Brand Awareness				
	Predictors: (Constant), Brand Awareness, Brand Recognition				
	Predictors: (Constant), Brand Awareness, Brand Recognition, Brand Recall				
	Dependent Variable: Consumer Buying Behavior				

In the table above, the multiple correlation coefficient is R, and its value is 0. 737, whereas the value of R square is 0. 542. Since the above model includes more than one variable, we take into account the adjusted R square value. The adjusted R Square value indicates the ratio of interdependence. The adjusted R square value is 0. 542 for the independent variables, which are multiplied by 100. This indicates that 54% of the variance in the dependent variable can be predicted from the independent variables.

8. Conclusion

It is widely acknowledged in earlier research that masked marketing builds brand equity and influences consumer attitudes. The primary aim of this study was to investigate the effects of brand awareness, brand recognition, and brand recall through masked marketing in the entertainment industry and its effects on consumer purchasing behavior. The results indicated that the proposed research model was accurate. It was revealed that there is a positive relationship between Masked Marketing Brand Awareness, Brand Recognition, Brand Recall, and Consumer Buying Behavior. Regression analysis demonstrates that Masked Marketing Brand Awareness contributes to a positive and moderate change in consumer buying behavior, while Masked Marketing Brand Recall leads to a positive and significant change in consumer buying behavior.

Statistical results indicate that brand recognition does not cause any significant change in consumer purchasing decisions, but this does not imply that a relationship does not exist between them. The study's findings confirm previous results from various studies that masked marketing positively influences consumer buying behavior. Most prior researchers have employed a qualitative approach to establish a theory that masked marketing positively affects consumer purchasing decisions, which was validated through this study in the Pakistani context.

Masked marketing is an inventive strategy for promoting brands within the marketplace. It communicates in a subtle manner and engages consumers' attention without annoying or interrupting them during their entertainment. Consequently, it is becoming an increasingly popular method for advertisers and marketers globally. It can serve as a sophisticated and cool source of information regarding products and services, the practical implementation of these products, outcomes, as well as cultural and social values. Based on the findings of this research, it has been determined that Masked marketing accounts for a 54. 2% change in consumer buying behavior, which is a significant alteration. Therefore, marketers, advertisers, and producers may employ this tactic to achieve their desired outcomes.

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