



# The effectiveness of product placement for the automobile industry and its impact on consumer behavior

By Frank Günemann

Grin Verlag Sep 2008, 2008. Taschenbuch. Book Condition: Neu. 210x147x10 mm. This item is printed on demand - Print on Demand Titel. - Master's Thesis from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: A (1,0), Hawai'i Pacific University, 80 entries in the bibliography, language: English, abstract: The use and practice of product placement also referred to as brand placement has risen dramatically over the last few years. Here, especially the automobile industry is a major player by spending millions of dollars for strategically placing products and brands not only in blockbusters and movies, but increasingly also in various television programs, print media, and video games. This research paper investigates the effective of product placement for the automobile industry and its actual effect on consumer behavior. However, consumers attitudes, perceptions, and values tend to differ depending on their culture; thus, further research shall concentrate on the possible differences between American, European, and Asian consumers. First, the introduction will state the objective of the study as well as research purposes. Next, the background of the study will present a conceptual framework, theoretical foundations on which the research will be based, development of research...

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