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Consumer Attitude Toward Product Placement: A Descriptive Study Between Bangladeshi & Indian Media Program

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Abstract

The aim of this study is to investigate Bangladeshi viewers' attitudes towards product placement activities. Here product placement indicates a paid form of non-traditional advertisement where products or brand names are intentionally present along with the programs. Consumers' purchase decisions relate to how they know the brand name, and traditional marketing activities failed several times to hit the customer's black box. People are fascinated by an innovative way of product representation, a tough and challenging task for marketers. Embedded marketing or Product placement helps both viewers and marketers to build a bridge for communication. In Bangladesh, people are less conscious about their local products as well as their media programs. Media and marketing relate inextricably with each other. The study has been conducted in two aspects to investigate the consumer attitude towards product placement. The first one is a comparative analysis of several product placements between Bangladeshi and the Indian media program. The second one is devolving and analyzing questionnaires to determine the Bangladeshi viewers' scenario about embedded marketing. The logic behind choosing the Indian tv program for comparison is that Bangladeshi viewers are habituated with the Indian program. From 121 respondents, this study tries to forecast the viewers' attitude toward product placement. Comparing Bangladeshi and Indian movies, dramas, and reality shows, the study expresses that Bangladeshi channel set minimal concern about embedded marketing. An online survey portrays a viewer's preference level and thinking pattern about their media programs. Proper representation of programs such as an exciting story from movies and drama, a reality show with more customer engagement, less repetition of the same news, more consciousness about irrelevant talk shows, proper timing of the advertisement can help to back the viewers to their media that allows marketers to communicate with their target customers. This study has been conducted with limited sample size. Further research may be conducted about this study with large sample size and may compare with other countries.

Introduction

To communicate with the customer and thus promote the market offering, advertising is a powerful promotional marketing mix tool. In global time ordinary people quince their entertainment thrust to watch several kinds of programs like drama, reality show, cinema, sports, etc. on different countries' different channels. TV Media, movies, and marketing activities are related to each other. Using media, a producer or marketer marketed its products, services, idea, event, organisation, persons, places, experiences, etc. TV media is a big platform to organise drama, talk shows, news, reality shows, and movies. The large portions of these

programs' financing come out from different business organisations by broadcasting their advertisement. TV channels are utterly dependent on promotions because companies provided an immense financial benefit to the media through this advertisement. In contrast, advertisement reveals the products and services offered by the company. By investing money and idea into the TV channels, marketers can quickly reach their customers. Customer demand leads the producer to produce more products and services. So, there is a clear picture that TV media is a common, popular, and effective way to build a strong customer relationship and represent any country's culture. But there is confusion about Bangladeshi TV channels, their viewers, their programs, and those advertisements' effectiveness.

Suppose we segment the whole viewers of TV-programs in our country, then a lot of liking and disliking variation. Senior viewers aged between 40 to 50 or more than 50 choose different stories based on traditional family life. Most of the time, the viewers, regardless of gender and age, watch Indian TV channels. Indian TV channels like zee Bangla, Star Jalsha, star plus, sony, zee TV, MTV, etc., keep a significant role in their daily lives. Moreover, a substantial portion of viewers, both young and adult, habituated with Indian media rather than Bangladeshi media. Besides this, in this global world, it is noticed that the young, educated generation chooses various foreign programs over local or Bangladeshi programs. The interest in seeing Bangladeshi tv programs decaying day by day. In this competitive era, Bangladeshi TV channels lose their target market of drama, cinema, and reality shows; only a minor need exists for news and talk show. Many causes make the distance between viewers and Bangladeshi TV channels and TV programs, especially the programs' quality, not so significant. Most of the time, the TV channels occupy different kinds of advertisements, which is too irritating. Maximum time viewers lose their keen interest in watching any programs because of lots of ads. Though the viewers are bored to see too much advertisement, there is a positive relationship between advertising and TV programs in business. It is essential to rethink marketing strategy to remove the trade-off situation between programs and advertise.

Regarding this context, embedded marketing techniques can play the bridge role. Embedded marketing policy did not get immense utility in our country, but this technique is highly regarded throughout other countries. People from eighteen /nineteenth century have used product placement, another name for embedded marketing. From ancient times many artists, writers used to reveal embedded marketing in their creations. Mentioning some transport and shipping company names in the adventure novel "AROUND THE WORLD IN EIGHTY DAYS", Jules Verne, the world-famous writer, had been paid by those companies. The concept of product placement was introduced before the nineteenth century, where some artists focus on specific products in their painting. Gradually product placement concepts entered the movies & televisions. In modern times, embedded marketing concepts boom in a progressive way where TV channels can hold their customers by breaking fewer programs. Marketers can provide their message using this alternative approach. Product placement can happen with drama, TV shows, movies, reality shows, or any events where the product or the brand can be intentionally visualised to attract the customer's mind. People are trying to avoid TV advertisements and primarily focus on the content of the program. Hitting the customer's mind is a vital point for any brand. So, representing the product with name, sign, trademark, logo, etc., embedded with the program's content is an excellent opportunity for the marketer. This concept is primarily used in the Indian media program than the Bangladeshi program. In that case, Bangladeshi marketers lose their target customers because they lack product placement activities in media programs.

Literature Review

Product placement, a non-traditional marketing communication tool, is more effective than traditional marketing tools. In non-traditional ways, marketers find the message's credibility, involvement of the product within a low cost and high efficiency. Some drawbacks such as the unpredictable number of customers, inappropriate placement, keeping ahead of the time, limited opportunity for differentiation of communication, low sales effect, lack of control over the life of the product in the film may happen in non-traditional touch. Still, it also acts as a bridge between marketer and customer (Warsewicz & Kulykovets, 2017). Product placement is more significant in TV's reality shows than in any movies because TV reality shows run in the long term. Analysing five reality shows and films, a study found that film only see more than one if the storyline is exciting and has a big chance to ignore product placement or embedded marketing activities. This study was conducted on 250 MBA students who are considered as future decision-makers in the economy (Patel & Chauhan, 2013).

Research conducted based on reasoned action on Bangladeshi viewers found that product placement creates a more positive purchasing time. A Pearson correlation analysis on 168 respondents using three variables; consumer awareness of product placement, consumer attitudes toward product placement, and consumer

purchase decisions, reveals that Bangladeshi people are not aware of specific embedded marketing. Still, celebrity endorsements create a positive image to catch customer perception about the brand or product (Barua, Rahman, Noor-E-Jannat, & Zahir, 2017). A study focuses on two types of product placement: active, where products are used and talked about by the film's star. Another is passive placement, where placement occurs by visually placed in some scenes or song sequences. Product placement needs to achieve prominent audience exposure, goodwill, brand awareness, instant brand recognition, and higher brand salience. This study examines that brand placement in Hindi movies effectively indicates a high recall, recognition, and positive attitude towards products (Chawla & Pincha, 2017). By analysing the top ten Bollywood movies of 2010, more tangible products are identified than intangible services. Most products are from FMCG, Automobile, Retail chain (restaurant), Media, Aviation sector. It is noticed that home country products are not embedded in the movie is developed abroad (Sureshsinh Vaghela, 2013). Product placement has found out an effective integrated marketing communication strategy. The study examines that Bollywood practised product placement since the 1970s. Among different product placement, "RAJDOOT" bikes were popular in the movie "bobby", and in 1999, Pepsi embedded with the movie "Taal" became more famous (Jha, 2012).

Automobile products are highly recognised products among other product placement in Hindi movies. The study also finds that prominent brands have higher brand recall than subtle types (Patel & Patel, 2015). In the film, branding can be visible in film titles like "Ferrari ki Sawaari", "Mere Dad ki Maruti" and in various songs with the usage of Zandu Bam and Fevicol on "Dabanng". Another notable instance of brand placement is visible in "Dhoom", in which the lead actors constantly used 'Hayabusa' bikes. Through quantitative analysis, the study found that "People notice brand placements in movies" are not Satisfactory though younger people are more interested in brand placement than the older ones (P,A., J,S., & Menon, 2019). Product placement is mentioned as covert advertising in which branded products are placed in movies, which is visible to the customer without creating any interruption. In the movie world, India has a strong position for its storyline and ticket price. A result shows that viewers are generally optimistic about product placement in movies. Besides, celebrity and brand name affect them more to buy the product or recall the product (Raval, 2016).

Web series are getting more popular day by day in India. Marketers are trying to set up embedded marketing activities in the popular web-based series that effectively set consumers' minds about the brand. By analysing 27 questions from 152 various individuals, the study revealed that most viewers feel the product or brand showing in the series creates a positive or negative effect on the program's enjoyment. Celebrity endorsement and verbal mentions of specific brands were found more effective in web series than regular commercial advertisements. For a successful outcome, marketers can target a popular web series by adequately segmenting the age group and presenting its features (Kakkar & Nayak, 2019). Viewers judge the impact of product placement by low or moderate repetition of subtle and prominent placement. Repetition of principal arrangements for known brands hurts brand attitude. Consumer attitudes are relatively positive, and average repetition levels have a little incremental impact on subtle brand placement (Homer, September 2009).

Classic placement is relatively simple and easy to put in place at a relatively low cost. Still, the possible disadvantage may easily pass unnoticed, especially if there are many placements in the same film. The evocative arrangement is subtler than the classic placement, but the possible disadvantage might not be identified by the audience unfamiliar with the brand (Jan & Martina, 2013). Opinions from TV studio experts, directors and procedures, and other experts (media and advertising agencies) reveal robust connectivity among product placement, long-term marketing activities and competitiveness. A survey conducted Czech Republic markets concluded a result in which 35% of their total respondents think that product placement is a new tool for an old device, 17% think it is a left-out source of funding, and the rest 48% find out it is a modern marketing tool (Jan & Martina, 2013).

Embedded marketing influences people to connect with the product and build an attitude that creates more brand awareness and buying intention. Using Advanced Analytics Methods (Random Forest and Association Analysis) of 170 participants, a study identifies branded products in movies and TV. It also makes it more realistic and positively influences the customer's mind when their favourite celebrity is associated (Kumar, 2017). The customer's level of knowledge about a product is associated with brand remembrance. Product placement has been found as effective as a commercial spot in improving consumer's awareness (Sharma & Nayak, 2015). Viewers tend to avoid commercial breaks during TV shows by switching the channel. A study from randomly selected Bangladeshi viewers reveals that regardless of gender, if commercial advertisement comes during TV shows, the respondents change the channel every time with 54.2%, often 21.3%, and sometimes are 17.7 %, respectively. Analysis shows that product placement is a promising advertising technique in Bangladesh viewers' purchase rate of a particular product (Raz, Uddin, and Parilti, 2018).

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A study on Indian films that measure product placement effectiveness and brand memory reveals three product placement types: Implicit; Integrated Explicit and Non-Integrated, Explicit. Product placement may be happening in different ways, such as a brand that may be shown without verbal reference or introduction or benefits, and sometimes brand exposure in the scene with the star casting's benefits and attributes (Panda, 2004). Product placements are popularly seen in the visual figures where the product appears with contents, actual product usage by celebrities and dialogue spoken by actors in the movie. Product placement is a more effective marketing strategy because people or viewers tend to skip advertisements. Star associated with the brand and the presence of brands on TV makes it more realistic for some people to buy (Kumar, 2017).

The similarity between the brand and the event can be used as a critical criterion when explaining brand evaluations. Brands placed in a national event, Hindi movies, will create more positive brand evaluations regarding the established brand and intention to purchase than brands placed in an international event (Nagar, 2016). Product placement is defined as incorporating a product or brand in non-commercial contexts in a planned and unnoticeable approach for commercial purposes. It may explain like it includes the concrete object (product/brand placement), the definite attribute (commercialisation), the critical function of product/brand placements (planned and unobtrusive approach), as well as a non-limiting term for media types (non-commercial contexts) (Chin, Wilson, & Russo, January 2012).

Objective

➢ To compare product placement activities between Bangladeshi and Indian program.
➢ To find out customer attitudes toward Bangladeshi media programs compare to the Indian media programs.
➢ To identify the awareness of product placement in consumer buying patterns.
➢ Besides these two primary objectives, this study also highlights some strategies to help Bangladesh's media marketing.

Research Question

➢ RQ1: Do Bangladeshi people have much awareness about Bangladeshi media programs over the Indian program.
➢ RQ2: Do people know about product placement that can influence purchasing time.
➢ RQ3: Why Bangladeshi channels fail to attract their home country viewers?

Methodology

Population and Sample. This study leads quantitative research on where 121 samples have been selected from a total of 128 samples. Seven samples have been found with missing data. Randomly selected 10 Bangladeshi movies and 10 Indian movies. Also, 20 Indian and Bangladeshi drama and reality shows have been selected within 2010-2020.

Data Collection. For data collection purpose, an online survey has been conducted. They were asked several questions about their media and program preference and awareness of product placement.

Data Analysis and Results. A questionnaire has been developed containing 21 questions with a demographic segmentation of the respondents − five points. The Likert scale has been used other than the demographic and essential factors related questions. MS Excel graphs and SPSS software have been used to tabulate and analyse data. Comparing movies and other media programs, data findings have been presented in tables and frequencies. Other tables, graphs, charts and frequencies have been used to interpret overall data.

Data Demonstration. This study has been conducted in two aspects. The first aspect is a comparative analysis of product placement between Bangladeshi and the Indian media. In this aspect, this study is trying to compare the product placement activities in movies, drama, and TV shows in different time zone between these two countries. And the second aspect is devolving and analysing questionnaires to determine the Bangladeshi viewers' scenario about embedded marketing.

Data Analysis & Interpretation

Table A. Comparative View of Product Placement in Movies Between Bangladesh and India

Sl. no	India			Bangladesh		
	Movies Name	No. of Product Placement (approx.)	Prominent Placement	Movies Name	No. of Product Placement (approx.)	Prominent placement
Time zone: 2011-2015						
1	Kapoor & Sons	16	02	Television	06	01
2	Race 2	12	03	Action Jasmine	09	02
3	Super Khiladi 4	14	01	Chuye Dile Mon	09	01
4	Sultan	11	04	Agni 2	07	00
5	Kis Kisko Pyaar Karoon	08	01	Rajotto	07	01
Total		**61**	**11**	**Total**	**38**	**05**
Time zone: 2016-2020						
1	Malang	10	01	Dhaka Attack	13	03
2	Race 3	16	02	Debi	07	02
3	Fan	10	02	Dahan	07	02
4	Dashing Detective	08	01	Pashan	08	00
5	Gentleman	12	02	Boss Giri	08	00
Total		**56**	**08**	**Total**	**43**	**07**

Source: Compiled by the authors

From the sampled movies of the 2011–2020-time frame, we have divided the total observation time into two parts. One is from 2011-2015, and the other is from 2016-2020. Amongst these, in the 1st segment of 2011-2015, we see 5 Indian and 5 Bangladeshi movies following our sample. Here in Bangladeshi film, 38 products were placed whereby only 05 products had prominent placements. On the other hand, in Indian movies, we have found placements of 61 products. There also 11 products/brands that had prominent placement. Indian movies, in the time frame of 2011-2015, product placement number per movie averaged about 12 products per movie, which is relatively higher than Bangladeshi movies, which scored about 7 to 8 products per film. Indian movies had consistency in prominent placement with about 1 or 2 products per movie, whereby most Bangladeshi movies were not aware of the prominent placement of products. In 2016 -2020 movies in the sampled, we have seen 56 placements approx. In 5 movies of India with eight prominent arrangements where Bangladeshi movies placed 43 products in 5 movies with seven major placements, an average of 11+ products placed approx. Per movie where Bangladesh had around 8. But in the central placement sector, Bangladeshi media were not very far away, scoring 07 products in total from Indian film with 08. Most found or easy to find brands in Indian movies were Coke, Pepsi, Sony, Canon, Samsung, Videocon, Suzuki, Hyundai, Royal Enfield bike, Indian Oil and Visa Cards. Besides, in Bangladeshi movies, brands like Cool, Samsung, Nescafe, Coke, and Pepsi were found prominently.

Table B. Comparative View of Product Placement Shows & Drama Between Bangladesh and India

Sl. no	India			Bangladesh		
	Show Name	No. of Product Placement (approx.)	Prominent Placement	Show Name	No. of Product Placement (approx.)	Prominent placement
Time zone: 2011-2015						
1	College Romance	07	02	BEST FRIEND 2	06	01
2	Comedy Nights with Kapil	12	01	Jodi Tumi Jante	05	00
3	Comedy Circus (S.3)	06	02	Marcel Hasho (E.3)	04	01
4	Crime Patrol (E.13 2013)	11	02	Bangladeshi Idol (S1-E12)	04	00
5	Kaun Banega Crorepati (E. 12 2013)	13	02	Bojhabujhir Vul	06	02
	Total	**49**	**09**	**Total**	**25**	**04**
Time zone: 2016-2020						
1	Didi No.1	18	05	Angry Bird	06	01
2	Ghore Baire	08	02	Bachelor Trip	10	03
3	MTV Love School S:4	07	02	Bachelor Eid	06	01
4	Debdas Juliet	10	01	Tobuo Valobasi	06	02
5	Khatroon ke khilari	08	01	Detective	02	00
Total		**51**	**11**	**Total**	**30**	**07**

Source: Compiled by the authors

According to our sample, in the time frame of 2011-2015, we see 5 Indian and 5 Bangladeshi shows. The Bangladeshi program shows a total of 25 products were placed whereby only 04 products had prominent placements. On the other hand, in Indian shows, we have found placements of 49 products. There also 09 products/brands that had prominent placement. Apart from there, in 2016-2020 shows in the sampled, we have seen 51 placements approx. In 5 shows of India there are 11 prominent placements where Bangladeshi shows placed 30 products in 5 shows with seven major placements. Mostly found, or easy to find, brands in Indian shows were Maruti Suzuki, Mahindra, Dairy Milk, Aquafina, Coke, and Hyundai. Besides, in Bangladeshi shows, brands like Samsung, Nescafe, Toshiba, General, Coke, and Pepsi were found prominently. These products were prominently placed. Observation concluded that product placement of Indian reality shows is much higher than Bangladeshi shows.

Part 2: Questionnaire analysis to find out Consumer Attitude Toward Product Placement

Table C. Demography Segmentation

Items	Segmentation	Frequency
1. Age range	1-15	N/a
	16-30	71.1%
	31-45	26.4%
	46-50	0.8%
	51-up	1.7%
2. Education qualification	1.primary - HSC	5.8%
	2. Bachelor's degree/Honours degree	57%
	3. Master's Degree	35.5%
	4. others	1.7%
3. Gender	1.Male	75%
	2.Female	25%
	3.Others	0%
4. Profession	1.Housemaker	3.3%
	2. Business	14%
	3. Job	31.4%
	4. Students	47.1%
	5.others	4.1%
5. Favourite TV program	1.News	19%
	2. Reality Show	16.5%
	3. Drama	7.4%
	4. Movie	37.2%
	5.Web-series	19.8%
6. Residential area	1. Urban	70%
	2. Sub-urban	12.5%
	3. Rural	5.8%
	4. Foreign country	7.5%
	5. Other	4.2%

Source: Compiled by the author
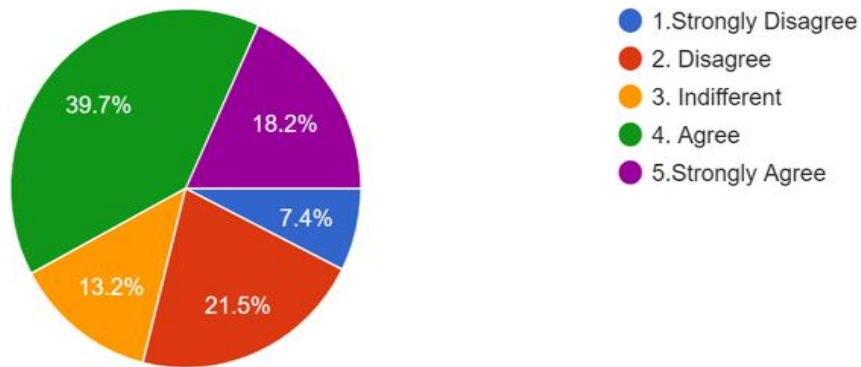
Graph discussion
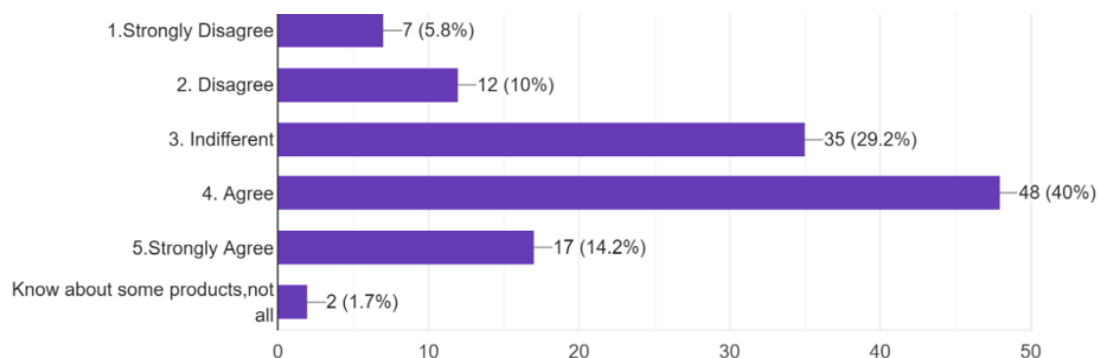
Graph 1. Customer's Level of Idea About When Intentionally a Product Shown in the Program
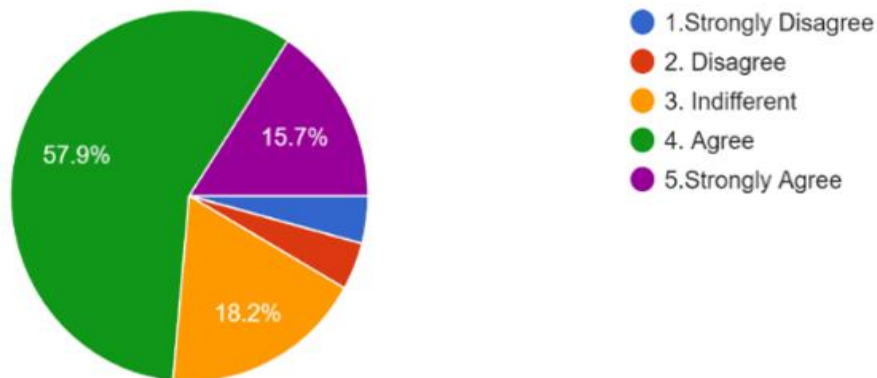
Source: Compiled by the author
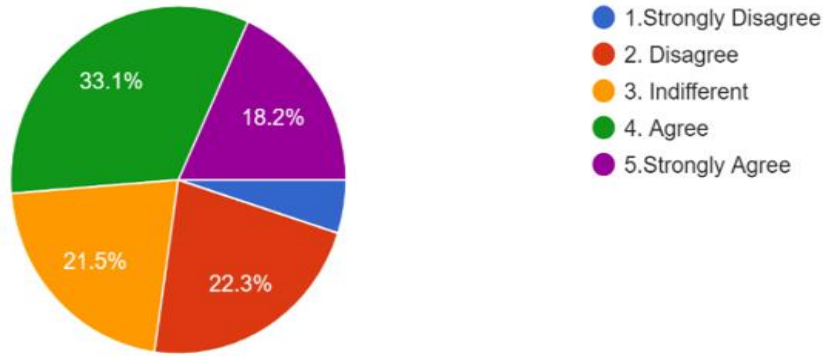
Graph 2. Customer's Preference Level to Watch a Bangladeshi TV Channel Than an Indian TV Channel

Source: Compiled by the authors

**Graph 3. Preference Level of News Channel Than Other Programs**

Source: Compiled by the authors

Graph 4. Level of Easily Noticed Any Intentional Brand Representation in Any Programs
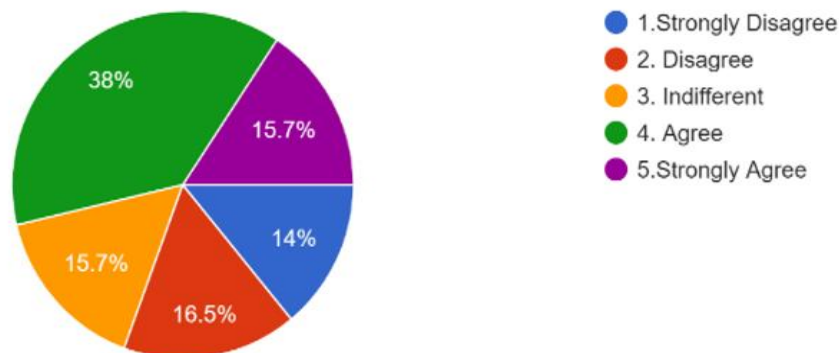
Source: Compiled by the authors

In this study, from questions 7 and 10, 54.4% said they have enough idea about intentionally showing the product in any program, and 74% of the respondents mentioned that they could quickly notice any product placement while watching any program. However, 29% and 18% of respondents were indifferent regarding this kind of observation.
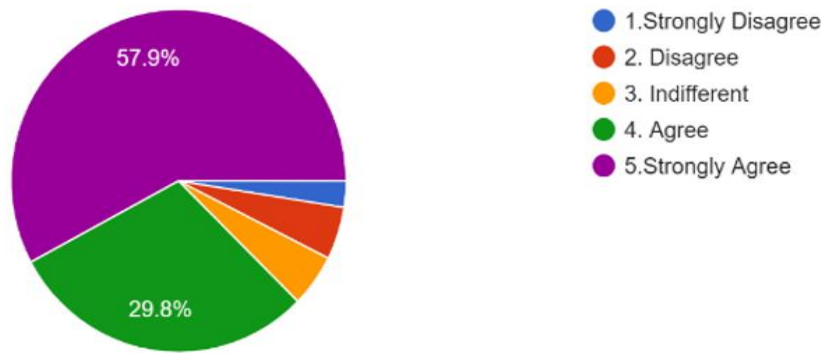
Graph 5. Mind Distraction for Too Much Commercial Break

Source: Compiled by the authors

Viewers get bored because of many commercial breaks. About 90% of respondents mentioned that too much advertisement distracts their attention from the program. In the Bangladeshi program, it happens at an extreme level.

Graph 6. Bangladeshi Program is Less Attractive Than the Indian Program

Source: Compiled by the authors

Though Bangladeshi people have a deep respect for their culture, 53.7% feel that the content Is less attractive than the Indian program. The suggestion mentioned an engaging storyline for Bangladeshi programs in comparison to the Indian program.
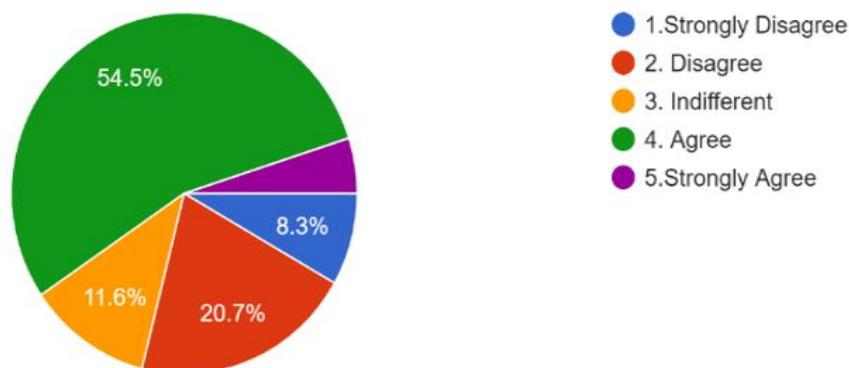
Graph 7. Showing Brand Name in the Favorite Program Influence in Purchasing Time

Source: Compiled by the authors

Among the total respondents, 60% think that they emphasize that kind of product or brand they have shown in their favourite TV-program at the time of purchasing. Only 11% of respondents do not think anything about what they are seen in the program.
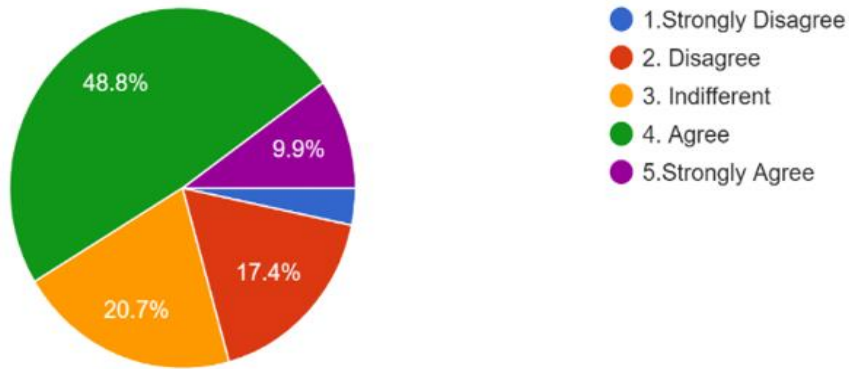
Graph 8. Prefer to Represent Any Brand by a Favourite TV Star
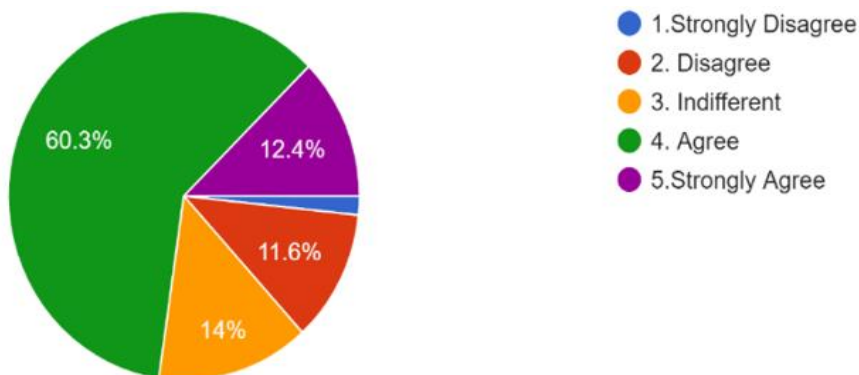
Source: Compiled by the authors

Celebrity endorsement is an all-time effective way to reach target customers more than 58% of respondents like more when their favourite star represents any brand.
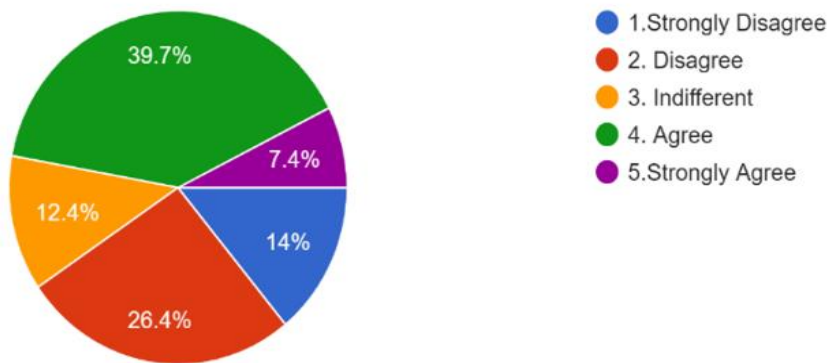
Graph 9. Spending More Time Watching the Indian Program Than the Bangladeshi Program
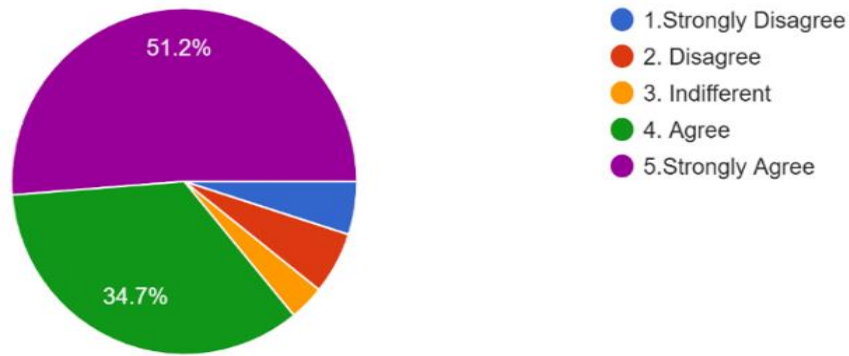
Source: Compiled by the authors

Too much repetition of the same news and negative vibes of watching Bangladeshi TV programs detach viewers from their cultural program. 47% of viewers mentioned that they had spent more time watching Indian Program than Bangladeshi program.

Graph 10. Easily Recall Brand Name Throughout Any Program Than Newspaper and Billboard
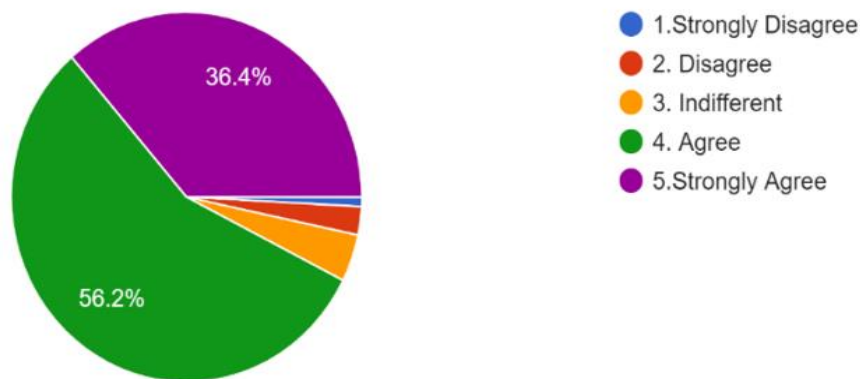
Source: Compiled by the authors

People easily recall the brand name more than shown in any program rather than the traditional medium such as billboards or newspapers. More than 70% of respondents agree with this statement.

Graph 11. Engage with Facebook More Than TV

Source: Compiled by the authors

In modern days people are much attached to Facebook than any other media. In our study, 97% of respondents belong under the age of 16 to 45. Approximately 85% of them agreed that they are too addicted to Facebook.

Graph 12. Healthy & Attractive Storyline Influence to Watch More Programs

Source: Compiled by the authors

Undoubtedly, it is true that a viewer was enjoying the program in which the storyline is healthy and attractive. In our survey, more than 96% of viewers suggest an engaging storyline for the Bangladeshi program.
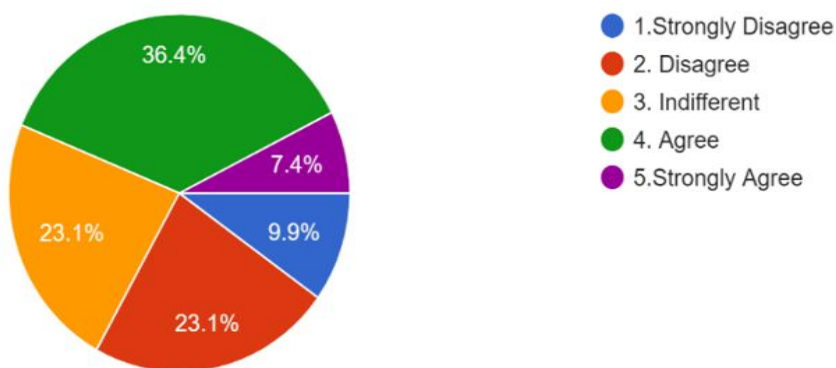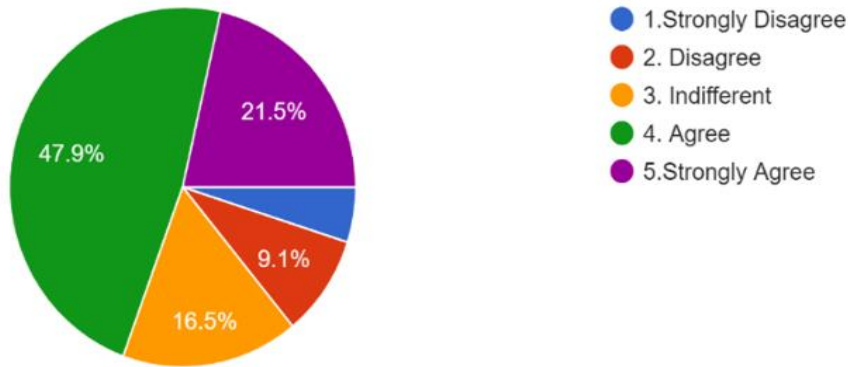

Figure 13. Seems Funny While Any Local Brand Intentionally Represents Any Program
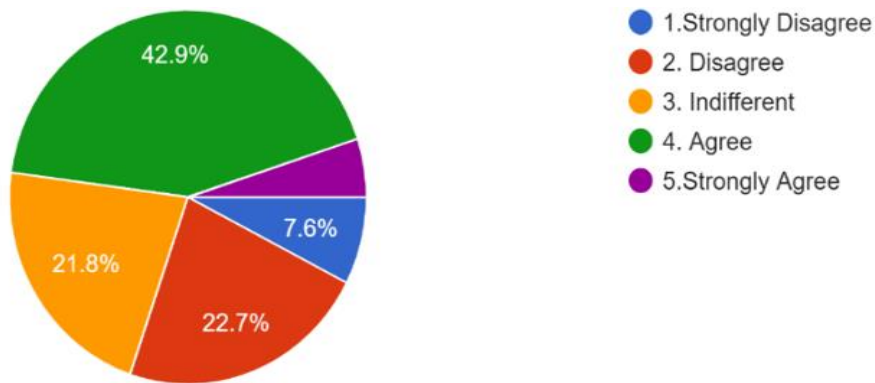
Source: Compiled by the authors

The Bangladeshi program's local product presentation is not classy or attractive, so nearly 38% express the way silly, and 23% of respondents show indifference regarding this opinion.

Graph 14. Indian Brand Placement Strategy is More Attractive Than Bangladesh
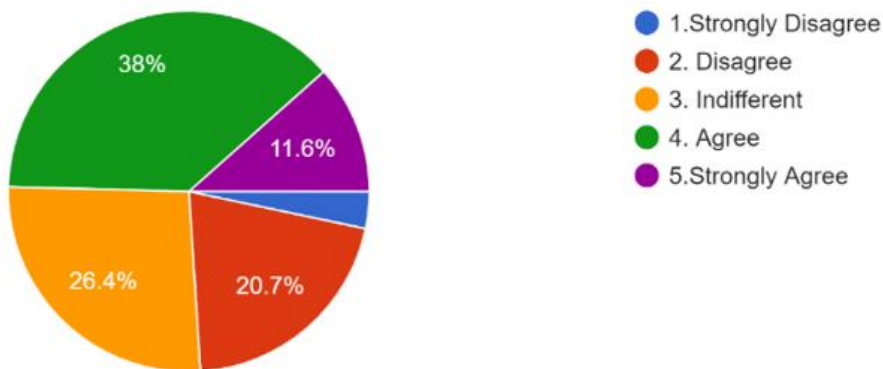
Source: Compiled by the authors

Compare to the Bangladeshi program over the Indian program, and the product placement is more attractive and classier, 70% of respondents agree about this statement.

Graph 15. Watch Intentionally Brand Representation in English Movies More Than the Indian Program
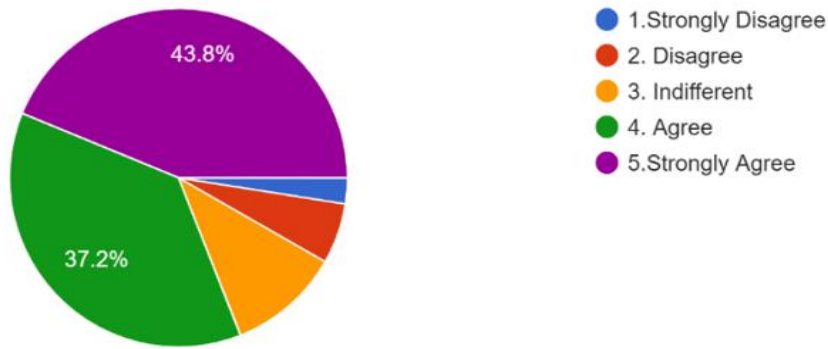
Source: Compiled by the authors

In our study, most of the respondents are young and tend to watch English movies and drama on where they noticed brand representation and quickly understand these tactics.

Graph 16. Preference Level in Local Dish Channel Provider
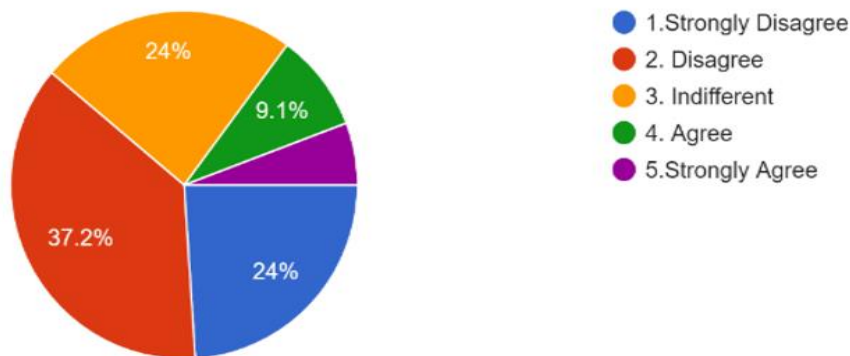
Source: Compiled by the authors

TV media, drama, series, talk show depends directly and indirectly to the sponsor. Suppose the dish channel provider has a legal agreement with the government or concern authority. In that case, a large amount of profit can be shared with tv channels that help them maintain aggressive advertising schedules in Bangladeshi tv media. In Bangladesh, an authorised provider named "Akash DTH" has been explored, and our respondents have a complementary view to use this kind of service rather than using local services.

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Graph 17. Prefer YouTube to Watch Bangladeshi Program
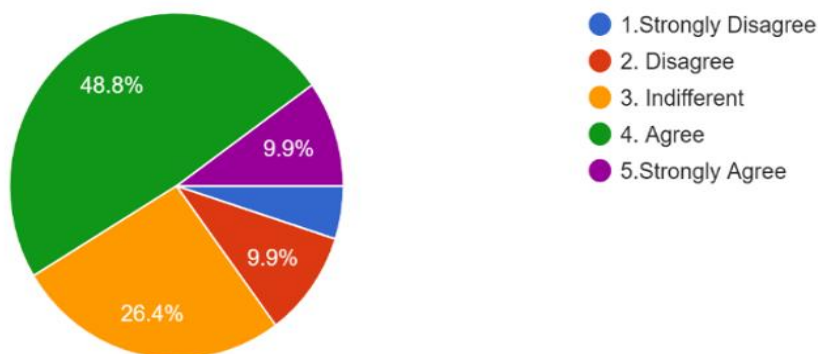
Source: Compiled by the authors

People prefer less to watch tv; more than 80% of our respondents agree that they watch YouTube for drama.

Graph 18. Bangladeshi Reality Show is More Preferable Than Indian
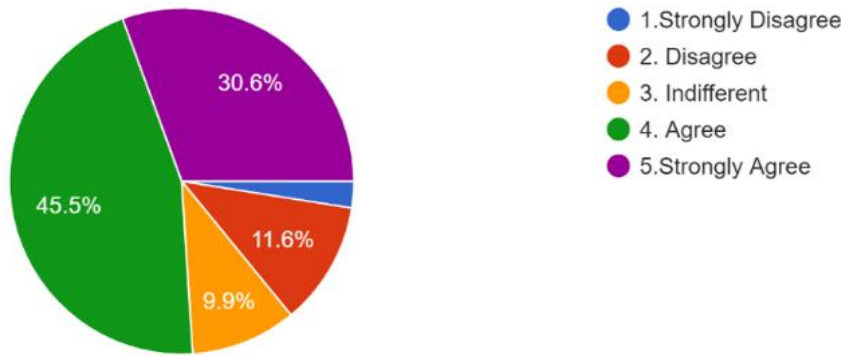
Source: Compiled by the authors

Bangladeshi program failed to attract their viewers because nearly 15% agree that they like Bangladeshi reality shows, where 24% are indifferent about this statement.

Graph 19. Indian Program Contains a More Engaging Storyline
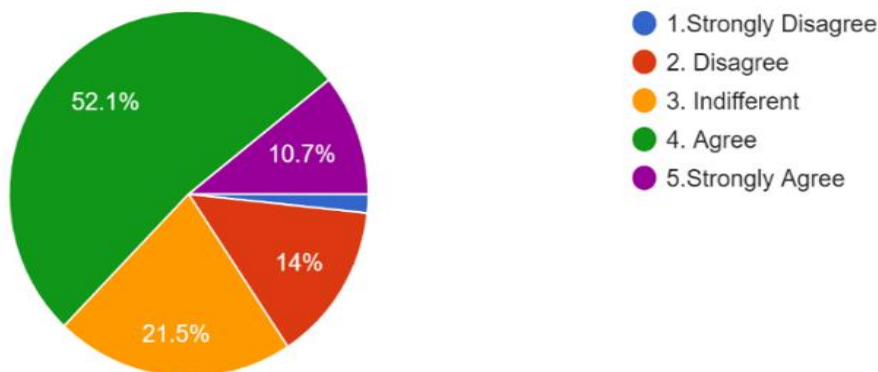
Source: Compiled by the authors

Nearly 58% of people think that an attractive storyline influences them to watch an Indian tv program. 26% of respondents are neutral because they were concerned about ethnocentric feelings.

- 1.Strongly Disagree
- 2. Disagree
- 3. Indifferent
- 4. Agree
- 5.Strongly Agree

Graph 20. Bothersome for not Avoiding TV Commercial Break

Source: Compiled by the authors

Too much advertising makes it disturbing to continue any program, and in Bangladeshi media, the way to represent any brand create such kind of annoys. Frequent advertising loses the main viewers on both sides; viewers lose their interest in watching any program, and marketers failed to reach their target customers. More than 75% of viewers agree that they dislike tv channel programs because of little option to avoid advertising.

- 1.Strongly Disagree
- 2. Disagree
- 3. Indifferent
- 4. Agree
- 5.Strongly Agree

Graph 21. Recall Product Shown in the Favorite Program

Source: Compiled by the authors

A different and unique way to represent any brand or product has much impact on recalling. In our study, 52% agree, and 13% strongly agree that showing any product name in the favorite program helps them remember later.

Overall Discussion

Comparing randomly selected 10 Bangladeshis and 10 Indian movies from the time series of 2010-2020, this work sighting that Indian media put lots of product placement activities. In contrast, Bangladesh product placement is a rare case. Enjoying any program may be worthless for too much commercial break so that innovative way should be applied. After comparing 20 dramas and tv shows between these two countries, wide-ranging embedded marketing programs have been founded, and surprisingly in Bangladesh, it is too little to express. Repetition of the same news and excessive commercial breaks distract people from watching any program, while attractive storylines, celebrity endorsements, and exciting reality shows pull them to watch any program. Our study respondents are more interested in watching Indian programs; movies, dramas, and reality shows show less interest in Bangladeshi programs. But surprisingly, they keep an ethnocentric feeling deep in their mind. So, Bangladeshi people can back to their programs through proper marketing strategy and meaningful, attractive media programs.

Conclusion

Today's customers are too busy to notice any brand individually. Multiples channels, social media, and other traditional and non-traditional communication channels compete every day to build a strong image in the customer mind. Product placement is an effective way to reach the target customer, and here both media program and product categories simultaneously put significance level on viewers' minds. The overall discussion shows that people primarily engage in social media, watching a drama, series, movies, and reality

shows on TV but trying to avoid commercial break during the program. This study attempts to find out the scenario of product placement in the Bangladesh and India program. It is revealed that product placement frequently happens in Indian channels, and Bangladeshi viewers can easily catch the point. But the question is why it is failed in the case of a Bangladeshi program? The answer lies in the descriptive analysis of questionnaires. Viewers ceaselessly lose their interest in viewing Bangladeshi programs because they think the movie's storyline is not impressive. Many unusual talk shows, repetition of the same news in a day containing lots of tragedies distract individuals from watching Bangladeshi TV channels. Overall, time-consuming advertisements create bareness to watch any Bangladeshi program. But it is also true that without advertisement, running any medium is a challenging task. From the Indian program's viewpoint, respondents think that advertisements are smartly placed without shackling the storyline and placed in the viewers' minds when recalling and purchasing the product. Finally, there are lots of scopes to work with product placement in Bangladesh perspective in where marketers and TV channel authorities both have the chance to back the Bangladeshi viewers. A proper advertisement schedule can ensure attractive and engaging reality shows, important news, and adequate target audience segmentation.

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