

"A man is
great by
deeds, not by
birth"

-Chanakya

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Working Paper

IIMK/WPS/680/MM/2026/02

March 2026

A Review of Literature on Product Placement in Visual Media

Nivedita Bhanja ¹

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¹ Assistant Professor, Marketing Management Area, Indian Institute of Management Kozhikode, IIMK Campus PO, Kunnamangalam, Kozhikode, Kerala 673 570, India; Email - nivedita@iimk.ac.in, Phone Number - 0495-2809660.

A Review of Literature on Product Placement in Visual Media

Abstract:

Product placement in any audiovisual media is considered a good strategy for targeting consumers; however, measuring its effectiveness poses a major challenge. The current study begins with a discussion of the basic definitions from various sources. Subsequently, we conduct a literature review of product placement research. Based on this review, we categorize the findings into three broad themes: socio-demographic profile of viewers, placement context, and ethical issues. Further, based on the findings, we suggest directions for future research.



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Indian Institute Management Kozhikode
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Research Office
Indian Institute of Management Kozhikode
IIMK Campus P. O.,
Kozhikode, Kerala, India,
PIN - 673 570
Phone: +91-495-2809237/ 238
Email: research@iimk.ac.in
Web: <https://iimk.ac.in/publications>

