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INFLUENCE OF PRODUCT PLACEMENT IN NOLLYWOOD MOVIES ON LEAD CITY UNDERGRADUATES' CONSUMER BEHAVIOUR

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Abstract: *The immersive nature of movies, coupled with the subtlety of product placements, creates a unique opportunity to impact the preferences and choices of these young consumers. Understanding how product placement resonates with undergraduates can enable marketers to tailour their strategies effectively, ensuring that brands are not just featured but integrated seamlessly into narratives. Therefore, this study examined the influence of product placement in Nollywood movies on the consumer behaviour of LCU undergraduate students. The study was supported with Hierarchy of Effect Model. The research adopted a correlation survey research design, self-designed questionnaire administered to LCU undergraduate respondents. The study finds out that with a mean score of 3.17 and a standard deviation of 0.43 indicate that on average, students sometimes watch Nollywood movies. Also with overall weighted mean of 2.91 and a standard deviation of 0.39 suggest that, on average, students sometimes experience product placement in Nollywood movies (Weighted Mean= 2.91; SD=0.39; Decision=Sometimes). Furthermore with 62%, the result indicates that product placement in Nollywood movies is a strong predictor of consumer behaviour among LCU undergraduates. The independent variable (product placement in Nollywood) statistically and significantly predicts the dependent variable (consumer behaviour) with F-test of 479.665 which is significant at p=0.000. Based on the findings the study recommends Filmmakers, Marketers should know that when products are creatively infused in Movies and other forms of storytelling it will influence undergraduate consumer behaviour towards products/Brands and Filmmakers and marketers looking to effectively introduce brands through product placement should seek more creative ways to infuse it into the storyline.*

Introduction

Consumer behaviour is crucial for marketers, particularly in industries like Nollywood where product placement plays a significant role. Consumer behaviour encompasses how individuals think, feel, and make decisions

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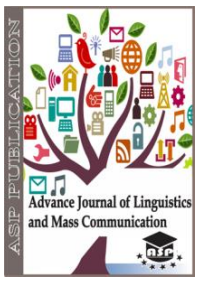

regarding products and brands, influenced by various factors such as their environment, social groups, and personal experiences. In today's Advertising landscape, studying consumer behaviour is indispensable as consumers ultimately determine the success of businesses (Sudarshan & Naranje, 2016). Undergraduates represent a distinct consumer demographic characterised by unique needs, preferences, and consumption patterns. This demographic is often in a formative stage of life, where individuals are developing their identities, values, and brand affiliations.

Several factors influence consumer behaviour, and these can be broadly categorised into internal and external factors such as personal factors, peer influences, and exposure to media and popular culture, including Nollywood films. Consumer behaviour in the context of product placement refers to how individuals or groups make decisions regarding the selection, purchase, and use of products or services that are strategically placed within various forms of media content. Product placement is a marketing strategy where brands integrate their products or services into movies, TV shows, video games, social media content, or other forms of entertainment to promote them subtly within the storyline or scene (F. Quoquab, J. Mohammed, A. Makhillah & M. Sobri, 2021).

The immersive nature of movies, coupled with the subtlety of product placements, creates a unique opportunity to impact the preferences and choices of these young consumers. Understanding how product placement resonates with undergraduates can enable marketers to tailour their strategies effectively, ensuring that brands are not just featured but integrated seamlessly into narratives. By recognising the power movies have in shaping perceptions and attitudes, marketers can capitalise on this medium to build lasting connections with the undergraduates demographic, fostering brand awareness and loyalty that may endure into their future consumer behaviour (S. Sharma & A. Bumb, 2022).

This practice is carried out through various methods, including visual dimension, auditory dimension, textual references, and plot connection (M. Ertz, W. Addar, Chorouk Ouerghemmi & M. Takaffoli (2023). The auditory dimension entails integrating the product into the dialogue of the characters. This means that the product is explicitly mentioned or discussed within the context of the storyline, contributing to the overall narrative.

On the other hand, the on-screen or visual dimension method incorporates the product subtly into the background or scenes of the content. Viewers can visually perceive the brand without relying on assumptions, as the product becomes an observable part of the visual elements within the production. The plot method takes product placement a step further by making the brand an integral part of the storyline. This involves incorporating the product in such a way that it becomes essential to the plot. This could include building the identity of a character around the product, establishing a connection between the character and the brand, and often employing a combination of both visual dimension and auditory references (M. Ertz, et al, 2023). By utilising these methods, Companies/Brands strategically integrate their products into

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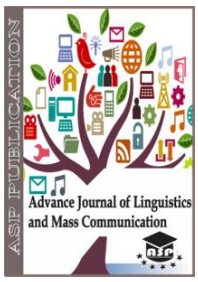

entertainment or informative content, creating a subtle yet impactful presence that reaches the audience through various sensory channels. Product placement, when executed effectively, can enhance brand visibility and recognition in a way that resonates with the audience (D. Patton, 2014).

Product placement is one of the most influential advertisement strategies used by marketers today throughout the entertainment industry. In its simplest form, product placement consists of an advertiser, marketer, or company producing engaging content to sell a certain product. The advertiser may do this by incorporating the product into the background of a scene, scripting it into a scene in which a character is using the item, or integrating a show.

While technological developments enable consumers to skip advertising on television, advertisers have been frustrated by the fact that traditional television advertising is no longer an effective tool to promote brands or products to catch consumers' attention, advertisers have adopted a new way of promoting brands and products, using product placement. It is a form of advertising that develops rapidly in modern media such as movies and television. With the increase in people's demand for movie consumption, advertisers have paid more attention to product placement in movies.

Compared with traditional advertisements, product placement has natural advantages in marketing because of its characteristic that it can be hidden in plots and dialogues (B. Babin, J. Herrmann, M. Kacha & L. Babin, 2021) embedding brands in movies is not only beneficial for advertiser, but also for the Filmmakers as it facilitates the immersion of reality in the story. A Placement shot in a movie can be achieved through visual dimension, auditory dimension, and plot connection (T. Mareka, 2019).

In the early years of filmmaking, companies and brands began using the medium of film to covertly advertise their products by incorporating them as props within films because they observed that consumers who were watching television had become more aware of the persuasion techniques of advertisers and its ability to distract from the main purpose of watching Movies, this awareness of advertisement began causing a decline in patronage of products because viewers would readily skip adverts or leave to do some other chores and come back to television when the advertisement was over. The subtle form of advertising, known as product placement, became a valuable tool for companies aiming to engage diverse audiences without being intrusive. Product placement in films has become a great tool in the hands of companies seeking to reach a wide range of audiences A. Sahid & I. Aluko, (2022).

Through various methods which include, Textual references to products and brands in movies, Visual dimension, auditory dimension, and plot connection. The Nigerian film industry, Nollywood, emerged at the intersection of art and commerce, driven by commercial considerations from its inception. With its low-budget, high-turnover production model, Nollywood caters to a broad audience, transcending social barriers and offering Indigenous representation on screen. Product placements in Nollywood films have become prominent, presenting an opportunity for the

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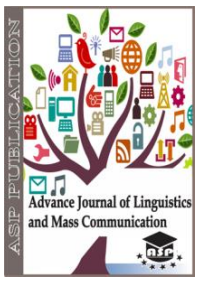

industry to secure additional funding. Unlike traditional advertising, product placement seamlessly integrates brands into narratives, influencing audience perception and Consumer behaviour. This generation is an audio-visual-friendly one.

This position tilts more towards film which has come to occupy a very prominent position in our global world and information and communication era. It has been argued and research has shown that Nollywood has a universal power of communication which is further engendered by its creation of the aura of reality. One fact that has continued to sustain the Nigerian video film industry, Nollywood, is that it has an audience so thirsty for self and Indigenous representation on screen. This audience cuts across various classes and social statuses. Nollywood "remains the only medium that has broken the barriers of class and other social and cultural inhibitions. Today, no matter one's level, at one time or the other, we all have access to Movies (A. Ruvio & D. Lacobucci, 2023).

In product placement, branded goods and services as well as the name and/ or trademarks of companies are made to show in movies usually in return for payments made by the company to the filmmaker(s). Product placement is a new form of advertising that develops rapidly in modern media such as movies and television. In its simplest form, product placement consists of an advertiser, marketer, or company producing engaging content to sell a certain product. The advertiser may do this by incorporating the product into the background of a scene, scripting it into a scene in which a character is using the item, or integrating the product into the dialect of a show. Interest in product placement began in the early nineteenth century, when products and brands were seen embedded into the narration of novels and has only become more of an increasingly popular area of focus (W. Muyuan, Y. Murong, Y. Zeng & C. Qiantong, 2021).

Although the goal of product placement is to encourage consumers to buy the featured product, Other purposes of product placement in the entertainment industry include "achieving prominent audience exposure, visibility, attention, and interest; increasing brand awareness; increasing consumer memory and recall; creating instant recognition in the media vehicle and at the point of purchase (E. Ono & A. Ahungwa,2021). Because of the many ranging purposes of product placement, there are many different ways in which to define the effectiveness of product placement. Regardless of the strategy used to advertise the product, the goal is ultimately to set the product apart from its competitors and encourage the viewer to buy the product. Some Undergraduates may generally find product placements to be acceptable, especially when enhancing a show's realism, except for when they appeared to be excessive, repetitive, and used in inappropriate (out-of-context) ways (L. Yee Shan Lew & T. Jing Ni, (2019).

Since the goal of product placement is to achieve profitability, it becomes very appropriate to establish the extent of audience perception, brand awareness, and patronage. Therefore, it is important to know whether viewers only notice the placed brands (creating brand awareness) or if product placement is effective enough to cause or influence emotions and attitudes amongst

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undergraduates towards the brand or that could create an interest, conviction, and adoption of the product (brand patronage) (T. Mareka, 2019).

Product placement is common in Nollywood, advertisers want to catch the attention of consumers. Through their frequent use of the Media, whenever consumers see a movie, they are exposed to numerous product placements. Various studies have suggested that there are differences in the way in which consumers react to product placement based on various demographic factors, including geographic, cultural, and even generational differences.

Hierarchy of Effect Model

Cognitive→Affective→Behavioural

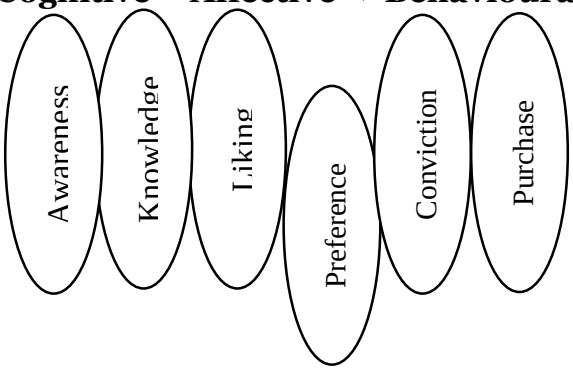

Fig 1; Hierarchy of Effects Model
Source:http:www.learnmarketing.net/

The Hierarchy of Effects Model, developed by Lavidge and Steiner in 1961, describes the steps consumers typically go through from viewing an advertisement to making a purchase (T. Mareka, 2019). This model argues that Advertisers leverage product placement in Nollywood movies to guide consumers through these steps and ultimately encourage them to buy the advertised products. The Hierarchy of Effects Model is relevant to understanding how consumers form brand awareness, knowledge, liking, intentions, and attitudes in response to product placement in Nollywood. It Outlines the stages consumers go through, which can be broadly categorized into three main stages: cognitive, affective, and behavioural[28]. The Hierarchy of effect model proposes that in the cognitive stage, consumers become aware of the brand or product through exposure to product placements in Nollywood movies. They acquire knowledge about the product's features, benefits, and attributes, which forms the basis for their perceptions and attitudes. The affective stage involves consumers developing positive feelings or attitudes towards the brand or product featured in the placements· This could include liking the brand or feeling emotionally connected to it, and in the behavioural stage, consumers are motivated to take action, such as purchasing the advertised product, based on their positive perceptions and attitudes formed through exposure placements (A. Sahid, & I. Aluko, 2022). The significance of the Hierarchy of Effects Model to this study is that product placement in Nollywood movies as a form of advertisement influences consumer behaviour by guiding them through cognitive, affective, and behavioural stages, ultimately leading to brand intentions and purchase decisions.

Statement of the Problem

In today's dynamic media landscape, advertising professionals face unprecedented challenges due to the rapid evolution of mass media channels. Traditional advertising methods have been significantly impacted by these changes, prompting advertisers to explore alternative approaches for establishing brand connections. One such method is product placement, which

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involves subtly integrating brands into the storyline of Movies. This practice has become increasingly common, particularly in Nollywood movies. With the increase in people's demand for movie consumption, advertisers have paid more attention to product placement in movies. Compared with traditional advertisements, product placement has natural advantages in marketing because of its characteristic that it can be hidden in plots and dialogues. While previous research has examined the influence of product placement within the context of Nollywood, there exists a notable gap in understanding its effects on consumer behaviour. Despite its prevalence, little focus has been directed towards aspects such as the extent of consumer exposure to product placements, the visibility of these placements as advertisements, and the frequency with which consumers encounter them. Additionally, there is a limited understanding of whether consumers can recall the brands featured in Nollywood Movies and how exposure to such placements influences their attitudes and behaviours towards these brands. Questions remain regarding whether consumers recognise product placements as advertisements, how often they encounter them, whether they recall the brands featured, and whether exposure to product placements influences their attitudes and behaviours towards these brands. Therefore, the study seeks to examine the influence of product placement in Nollywood Movies on Undergraduate Consumer Behaviour.

Aim and Objectives of the Study

The study aims to examine the influence of product placement in Nollywood Movies on Lead City Undergraduate Consumer Behaviour. The specific objectives are to;

i. determine the extent of exposure to product placement in Nollywood movies among LCU undergraduates

ii. Ascertain the influence of Product placement in Nollywood Movies on LCU undergraduate Consumer Behaviour

Methodology

The research adopted a correlation survey research design, suitable for comprehending the objectives of the study. The population of the study is Lead City University Ibadan Undergraduates, for the 2023/2024 academic session is 13,045. The study adopted a multi-stage sampling procedure, which means the study used more than one sampling techniques because of the nature of the population. Stratified and convenience sampling techniques were used in selecting the respondents for the study. Stratified sampling was adopted in classifying respondents into various faculties. The convenience sampling technique was used to freely select respondents from each faculty to which the study would focus. The study utilised questionnaire as the research instrument, which is a series of questions designed to gather respondents' views on a particular subject. The questionnaire was electronically distributed through the use of Google Forms, with the link; https://forms.gle/c5Qn9FGTV49eEcqw6. Data collected from the respondents was checked for completion, coded, and entered for analysis using, the statistical package for Social Sciences (SPSS) to process the data presented as Frequency distributed for all items, in charts, tables, mean, and standard deviation. The data collected will be used to analyse research questions and hypothesis.

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Analysis

Demographic Data Analysis

Table 1: Frequency Distribution of Students (N =200)

Demographic Variable		Frequency (n)	Percentage (%)
Gender	Male	64	32
	Female	136	68
	Total	**200**	**100**
Age	16-18 years	69	34.5
	19-21 years	73	36.5
	22-26 years	50	25.0
	27-35 years	7	3.5
	36 years and Above	1	0.5
	Total	**200**	**100**
Level	100 Level	62	31.0
	200 Level	44	22.0
	300 Level	18	9.0
	400 Level	61	30.5
	500 Level	10	5.0
	600 Level	5	2.5
	Total	**200**	**100**

Source: Researcher's Fieldwork, 2024

Table 1 shows the demographic data analysis of the student population. The table provides a comprehensive overview of the distribution of students based on gender, age, and academic level. Out of a total of 200 students, 64 are male, accounting for 32% of the population, while 136 are female, representing 68%. This indicates a higher proportion of female students compared to male students. When examining the age distribution, the majority of students fall within the 16-21 age range. Specifically, 34.5% of the students are between 16-18 years old, and 36.5% are between 19-21 years old. Together, these two age groups constitute 71% of the total student population. Students aged 22-26 years make up 25%, while those aged 27-35 years account for 3.5%. There is a very small percentage (0.5%) of students aged 36 years and above.

Regarding the academic level, the distribution reveals that the highest proportion of students is in the 100 Level, with 31%, followed closely by the 400 Level at 30.5%. Students in the 200 Level make up 22%, while those in the 300 Level represent 9%. The 500 Level and 600 Levels have the least representation, with 5% and 2.5% respectively. This distribution suggests a relatively balanced spread across the lower and middle academic levels, with fewer students progressing to the higher levels.

Research Question One: What is the extent of exposure to product placement in Nollywood movies among LCU undergraduate students?

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Table 2: Extent of Exposure to Product Placement in Nollywood Movies among LCU Undergraduate Students.

S/N	Items	F (%)	S (%)	R (%)	NAA (%)	M	SD	Remark
1	I See Nollywood Movies	47 (23.5)	91 (45.5)	48 (24)	14 (7.0)	3.17	0.43	Sometimes
2	I Notice branded products in Nollywood movies	43 (21.5)	77 (38.5)	58 (29)	22 (11)	2.97	0.27	Sometimes
3	I've discovered new Products/Brands through product placement in Nollywood Movies	38 (19)	73 (36.5)	43 (21.5)	46 (23)	2.91	0.34	Sometimes
4	I've come across product placement through seeing them in Nollywood movies	36 (18)	70 (35)	57 (28.5)	37 (18.5)	2.91	0.34	Sometimes
5	I've come across product placement by mentioning them in Nollywood movies	43 (21.5)	69 (34.5)	43 (21.5)	45 (22.5)	2.66	0.54	Sometimes
6	I've come across product placement by seeing and mentioning them in Nollywood movies	47 (23.5)	74 (37)	38 (19)	41 (20.5)	2.81	0.39	Sometimes
Weighted Mean = 2.91 ; S.D = 0.39; Overall Decision = Sometimes								

Source: Researcher's Fieldwork, 2024

KEY: *Frequently (F)=4, Sometimes (S)= 3, Rarely (R)= 2, Not at All (NA) = 1, SD = Standard Deviation, M= Mean*

****Threshold:*** *mean value of 0.000-1.499 = Not at All (NA); 1.500-2.499 = Rarely (R); 2.500-3.499= Sometimes (S); 3.500 to 4.500= Frequently (F)*Table 2 provides insights into the extent of exposure to product placement in Nollywood movies among LCU undergraduate students. The table presents data on six items related to the students' exposure and reactions to product placements, using frequency (F), sometimes (S), rarely (R), and not at all (NAA) as response categories, along with the mean scores and standard deviations. From the table, a significant portion of students (45.5%) sometimes watch Nollywood movies, with 23.5% frequently doing so. The mean score of 3.17 and a standard deviation of 0.43 indicate that on average, students sometimes watch Nollywood movies. Students report sometimes noticing branded products in Nollywood movies, with 38.5% responding sometimes and 21.5% frequently. The mean score is 2.97 with a standard deviation of 0.27, indicating moderate exposure. Further, 36.5% of students sometimes discover new products or brands through product

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placement in Nollywood movies, while 19% frequently do so. The mean score of 2.91 and a standard deviation of 0.34 suggest that students sometimes discover new products this way. When it comes to seeing product placements, 35% of students sometimes notice them, with 18% frequently noticing. The mean score of 2.91 and a standard deviation of 0.34 indicate a moderate level of exposure.

Further, the frequency of coming across product placements through mentioning in Nollywood movies is lower, with 34.5% responding sometimes and 21.5% frequently. The mean score is 2.66 with a higher standard deviation of 0.54, showing some variability in responses. Students report sometimes coming across product placements through both seeing and mentioning in Nollywood movies, with 37% responding sometimes and 23.5% frequently. The mean score is 2.81 with a standard deviation of 0.39, indicating moderate exposure. The overall weighted mean of 2.91 and a standard deviation of 0.39 suggest that, on average, students sometimes experience product placement in Nollywood movies (Weighted Mean= 2.91; SD=0.39; Decision=Sometimes). The table reveals that while product placement is moderately noticed and has some influence, it is not overwhelmingly frequent or influential. Most students sometimes engage with product placements, indicating a moderate level of exposure and impact on their consumer behaviour.

Test of Hypothesis

$H_{o}1$: There will be no Significant Influence of product placement in Nollywood on Lead city undergraduate Consumer Behaviour.

Table 3: Model Summary of Influence of Product placement in Nollywood on Lead City Undergraduates Consumer Behaviour

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.248[a]	.62	.51	1.93515
a. Predictors: (Constant), Product Placement in Nollywood				

Source: SPSS Computation 23.0

Table 3 shows the model summary of the influence of product placement in Nollywood movies on the consumer behaviour of Lead City University (LCU) undergraduates. From the table, the R-value of 0.248 indicates a weak positive correlation between product placement in Nollywood movies and the consumer behaviour of LCU undergraduates. This suggests that there is a modest tendency for product placement to be associated with changes in consumer behaviour. The R Square value of 0.62 implies that 62% of the variance in the consumer behaviour can be explained by product placement in Nollywood movies. This percentage indicates that product placement in Nollywood movies is a strong predictor of consumer behaviour among LCU undergraduates. The remaining 46% is explained by other factors outside the model and the error term. The Adjusted R Square value of 0.51, which is slightly lower than the R Square value, accounts for the number of predictors in the model and provides a more accurate estimate of the explained variance. This adjusted value still indicates a moderate impact of product placement on consumer behaviour. The model summary reveals that product placement in

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Nollywood movies has a moderate influence on the consumer behaviour of LCU undergraduates. The moderate correlation and R Square value indicate that the predictor has a significant impact on consumer behaviour.

Table 4: ANOVA for Influence of Product Placement in Nollywood on Lead City Undergraduates Consumer Behaviour

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.012	1	1.012	479.665	.000[b]
	Residual	478.077	198	1.374		
	Total	479.089	199			
a. Dependent Variable: Consumer Behaviour						
b. Predictors: (Constant), Product Placement in Nollywood						

Source: SPSS Computation 23.0

Table 4 provides insights into the results of the ANOVA (Analysis of Variance) test, examining the influence of product placement in Nollywood movies on the consumer behavior of Lead City University (LCU) undergraduates. From the table, the F-value is 479.665, with a significance level of 0.000 (F=479.665, P<0.05) which is much less than 0.05 and highly significant since the p-value (0.000< 0.05) at 95% confidence level. A higher F-value suggests that the model significantly explains the variation in the dependent variable. Also, a p-value of .000 indicates that the results are statistically significant at the conventional levels (typically p < .05). This means there is a statistically significant relationship between product placement in Nollywood movies and consumer behavior among LCU undergraduates. The ANOVA results indicate that the model explaining the influence of product placement in Nollywood movies on the consumer behavior of Lead City University undergraduates is statistically significant. The F-value of 479.665 and the corresponding p-value of .000 suggest that product placement in Nollywood movies has a significant impact on consumer behavior. The F-test rejects the null hypothesis that states the independent variable does not have a significant relationship with consumer behaviour and it can be concluded that there exists variation in consumer Behaviour due to product placement in Nollywood and is significant which means that the regression model is a good fit of the data.

Table 5: Coefficients of Multiple Regression Analysis for Influence of Product Placement in Nollywood on Lead City Undergraduates Consumer Behaviour

Coefficients[a]						
Model		Unstandardised Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.390	13.826		.173	.000
	Product Placement in Nollywood	.917	.310	.217	2.959	.000
a. Dependent Variable: Consumer Behaviour						

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Source: SPSS Computation 23.0

Table 5 shows the coefficients of multiple regression analysis for the influence of product placement in Nollywood on Lead City undergraduate consumer behaviour. The table reveals that the beta coefficient (β) and t- t-values for product placement in Nollywood (Beta = .217; t = 2.959; Significance = .000) which is significant at P>0.05. This result implies that product placement in Nollywood explains the variance in consumer behaviour. Also from the Table, product placement in Nollywood has a positive relationship with consumer behaviour as depicted by their positive B value of .917. This result implies that as consumer behaviour increases, the dependent variable (consumer behaviour) also increases. It therefore means that product placement in Nollywood positively influenced consumer behaviour in this study. Similarly, the computed empirical value of the F-test is 479.665 which is significant at p=0.000. It is therefore concluded that the F-test is statistically significant. The independent variable (product placement in Nollywood) statistically and significantly predicts the dependent variable (consumer behaviour). This therefore accomplished the research aim "Influence of Product Placement in Nollywood Movies on Lead City Undergraduate Consumer Behaviour". Hence, the null hypothesis should be rejected because the test is statistically significant. Therefore, the whole regression is statistically significant.

Discussion of Findings

In this study on the influence of product placement in Nollywood movies on LCU undergraduate consumer behaviour, the findings revealed various significant insights into the factors that influence, consumer Behaviour, level of exposure to product placement, and brand recall in Nollywood Movies.

The findings from research question two suggest that LCU undergraduates are moderately exposed to product placement in Nollywood movies, with an overall weighted mean of 2.91 and a standard deviation of 0.39. This indicates that, on average, students are sometimes exposed to product placement, influencing their consumer behavior to a moderate extent. This result is in line with a a study on audience perception of Nollywood movies which found that product placements within Nollywood films significantly influence consumer behavior by enhancing brand recognition and recall. This supports the finding that students are moderately influenced by product placement in these movies A. Sahid & I. Aluko, (2022). Also, a work on the impact of Nollywood films on behavioral attitudes, indicates that product placements can influence viewers' purchasing decisions, aligning with the moderate level of exposure and impact reported among LCU undergraduates A. Sahid & I. Alao, (2018).

Finally, findings from the research hypothesis showed a Significant Influence of product placement in Nollywood on Lead city undergraduate Consumer Behaviour. This result implies that product placement in Nollywood explains the variance in consumer behaviour. product placement in Nollywood has a positive relationship with consumer behaviour as depicted by their positive B value of .917. This result implies that as consumer behaviour increases, the dependent variable (consumer behaviour) also increases. It therefore means

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that product placement in Nollywood positively influenced consumer behaviour in this study. The computed empirical value of the F-test is 479.665 which is significant at p=0.000. It is therefore concluded that the F-test is statistically significant. The independent variable (product placement in Nollywood) statistically and significantly predicts the dependent variable (consumer behaviour). A study examined the influence of media programs on consumer behavior in Nigeria and found that product placements in media significantly impact consumer purchasing decisions. Their findings support the conclusion that product placements can effectively influence consumer behavior A. Sahid, & I. Alao, (2018). Also, a study on the impact of Nollywood films on behavioral attitudes, indicates that the integration of brands within Nollywood movies significantly influences audience behavior and consumer decisions, which aligns with the findings of significant influence observed in this study (L. Oluka, C. Obi &A. Ezeh, 2019). Opposing this finding, a study found that while Nollywood films can influence consumer behavior, the effect can be moderated by the nature of the content and its alignment with consumer values. This suggests that not all product placements are equally effective, depending on their context and execution (N Aniukwu, 2019).

Conclusion

The research work has been conducted specifically to examine the influence of product placement in Nollywood Movies on LCU undergraduate students' consumer behaviour. The two objectives of the study have been successfully achieved by providing clear, thorough, and reliable answers to each of the four research questions and one hypothesis in the study. Conclusions have been drawn from the study based on the research findings

The findings indicate that undergraduate students at Lead City University experience product placement in Nollywood movies at a moderate frequency, with a weighted mean of 2.91 and a standard deviation of 0.39, indicating that they sometimes encounter such placements. While product placement is noticeable and has some influence on consumer behaviour, it is not overwhelmingly frequent or influential. The overall results suggest that undergraduate students at Lead City University engage with product placements in Nollywood movies at a moderate level, reflecting a balanced exposure and impact on their buying decisions and attitudes. (Weighted Mean= 2.91; SD=0.39; Decision=Sometimes).

Conclusively, there is a Significant Influence of product placement in Nollywood on Lead city undergraduate Consumer Behaviour. This implies that product placement in Nollywood explained the variance in consumer behaviour, product placement in Nollywood has a positive relationship with consumer behaviour as depicted by their positive B value of .917. It therefore means that product placement in Nollywood positively influenced consumer behaviour in this study. The computed empirical value of the F-test is 479.665 which is significant at p=0.000. therefore, the F-test is statistically significant. The independent variable (product placement in Nollywood) statistically and significantly predicts the dependent variable (consumer behaviour) of LCU Undergraduates.

Recommendations

Based on the findings of this study the following recommendations are proposed

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1. While product placement in Nollywood movies is sometimes noticed by undergraduate students at Lead City University, it is not overwhelmingly frequent or influential in shaping consumer behaviour. Filmmakers and marketers looking to effectively introduce brands through product placement should seek more creative ways to infuse it into the storyline. A subtle yet impactful approach, where the brand is organically integrated into the narrative, would be more likely to capture the attention of the target audience and leave a lasting impression.
2. This study has proven that product placement in Nollywood movies has a positive influence on undergraduate consumer behaviour, therefore Filmmakers, Marketers should know that when products are creatively infused in Movies and other forms of storytelling it will influence undergraduate consumer behaviour towards products/Brands.

Contribution to knowledge

This study has contributed to the body of knowledge in existing literature in the field of product placements and Nollywood movies with special emphasis on understanding the factors that influences consumer behaviour of undergraduate students as well their extent of exposure and brand recall towards product placement in Nollywood movies. Most studies focus only on the influence of product placement on the general public without checking particularly among the undergraduate Consumers. hence this study has enriched and filled the gap in literature. The research will be useful in understanding the consumer behaviour of undergraduate towards product placement in Nollywood Movies.

In theory, the findings of this study also contributed to the theory of Reasoned Action, and the Hierarchy of effect model. The findings reinforced the assumptions of this theories. The findings showed that Attitudes towards behaviour are shaped by an individual's evaluation of the expected outcomes associated with that behaviour, while undergraduate consumers may develop positive attitudes towards products featured in films, this may or may not necessarily translate into actual purchasing behaviour due to factors such as personality, beliefs, age and the likes. Also, the findings of this study showed that consumers awareness of brands or product through exposure to product placement in Nollywood will enable them learn about the product's features, benefits, and attributes, which forms the basis for their perceptions and attitudes.

This study will provide relevant material for student and other researcher investigating into product placement in the context of Nollywood. It serves as a valuable resource for researchers and scholars interested in understanding the effectiveness and implications of product placement in emerging markets like Nollywood.

This research work offers Contribution to the Industry; The findings of the study offer actionable insights for industry professionals involved in marketing, advertising, and filmmaking within the Nollywood ecosystem. By understanding the influence of product placement on undergraduate consumer behaviour, industry stakeholders can optimize product placement strategies, enhance brand visibility, and maximize return on investment.

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