



# Product Implantation Design and Consumer Purchase Intention Analysis in Movies

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**Abstract:** This article focuses on the relationship between film product implantation design and consumer purchase intention, exploring the impact of three implantation strategies: visual integration, narrative association, and role interaction on brand cognition, as well as the mechanisms of implantation significance, repetition, and situational consistency on purchase intention. Research has found that effective implant design can significantly enhance brand awareness and consumer purchase intention. The significance of implantation is nonlinearly related to purchase intention, and moderate repetition and high situational consistency enhance the implantation effect. These findings provide theoretical basis and practical guidance for optimizing film product implantation strategies.

**Keywords:** movie; product implantation design; consumer purchase intention

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## 1. Introduction

With the decline of traditional advertising effectiveness, film product implantation as an innovative marketing approach is receiving increasing attention. However, how to achieve effective brand communication without affecting the viewing experience remains a challenge faced by academia and industry. The article aims to explore in depth the key strategies of film product implantation design and its impact mechanism on consumer cognition and behavior, in order to reveal the intrinsic connection between product implantation design and purchase intention. By systematically analyzing implantation strategies and design elements, theoretical support and practical guidance are provided to optimize product implantation effects, promoting innovative development in the field of film marketing.

## 2. Design strategies for film product implantation and their impact on consumer brand awareness

### 2.1 Visual integration strategy: harmonious integration of product and scene

The visual integration strategy of film product implantation aims to achieve seamless connection between the product and the scene. This strategy, through carefully designed arrangement of visual elements, naturally makes the product an organic part of the film screen. In this process, the presentation of the product needs to consider the overall aesthetic style of the scene, including color matching, lighting effects, and composition layout. Through clever visual design, the product can effectively convey brand information without interrupting the audience's viewing experience. This harmonious integration can not only improve the acceptance of the product in the minds of the audience, but also enhance the fit between the brand image and the artistic atmosphere of the film. There is a subtle balance between visual prominence and brand memory. Moderate visual prominence can enhance the audience's impression of the brand, but excessive prominence may cause aversion. Therefore, designers need to accurately grasp the visual presentation of the product, ensuring the effective transmission of brand information while avoiding interference with the viewing experience.

### 2.2 Narrative relevance strategy: organic combination of product and plot

The narrative association strategy focuses on closely linking the product with the development of the movie plot, using clever script design and plot arrangement to make the product a key element in driving the story forward. The core of this strategy lies in endowing the product with specific narrative functions, making it not just a passive display object, but actively participating in the construction of the story plot. In this process, the product can serve as an important prop or plot turning point, providing the character with a way to solve problems or triggering new conflicts. Through this approach, the presence of the product is naturally and powerfully enhanced, while also increasing the audience's depth of understanding of the brand. The correspondence between product characteristics and character personalities or situations is another important consideration. Through careful design, products can become effective carriers to showcase character characteristics or

reflect their situations, thereby establishing a connection between the product and specific character images in the minds of the audience. In addition, the fit between the brand story and the movie theme is also a key factor in narrative association strategy. When the brand concept echoes the values or thematic ideas conveyed by the movie, it can not only enhance the brand's sense of identity in the minds of the audience, but also inject richer cultural connotations and emotional values into the brand through the artistic appeal of the movie.

### **2.3 Role interaction strategy: leveraging the celebrity effect**

The character interaction strategy fully utilizes the public influence of movie stars and the emotional investment of audiences in film and television characters. By designing interactive scenes between the protagonist and the product, the celebrity effect is effectively transformed into brand influence. In this strategy, the protagonist's direct evaluation and indirect display of the product play a key role. Through carefully arranged dialogues or behaviors, the protagonist can naturally express their recognition or user experience of the product, and this endorsement from a "trusted person" can significantly enhance the audience's trust and favorability towards the brand. Meanwhile, the consistency design between character personality and product image is also an important component of this strategy. By matching product traits with character personality traits, a connection between the brand and specific personality traits can be established in the minds of the audience, thereby strengthening brand positioning and attracting target consumer groups. In addition, the amplification effect of fan economy on brand awareness cannot be ignored. When popular film and television stars are associated with specific products, their large fan base often becomes a spontaneous disseminator of brand information, expanding brand influence through channels such as social media. This kind of word-of-mouth spread triggered by the celebrity effect can not only quickly increase brand awareness, but also cultivate emotional identification with the brand among the fan base, thus laying a good foundation for subsequent marketing activities.

## **3. The impact mechanism of product implantation design elements on consumer purchase intention**

### **3.1 Nonlinear relationship between implant significance and purchase intention**

There is a complex nonlinear relationship between the significance of product implantation and consumer purchase intention, and the dynamic changes in this relationship reflect the subtle psychological response of consumers to implantation advertising. Low significance implantation influences consumer cognition through subtle and imperceptible means. Although it may not immediately catch the audience's attention, it can gradually accumulate brand impressions during long-term viewing, forming an unconscious brand affinity. This implantation method avoids the intrusive feeling of direct marketing, is more easily accepted by the audience, and subconsciously affects their purchasing decisions. In contrast, medium significance implantation often achieves the best acceptance, providing sufficient brand exposure without excessively interfering with the viewing experience, allowing the audience to clearly identify and remember brand information without causing resentment. This moderate significance can effectively balance the brand communication effect with the audience viewing experience, thereby maximizing the purchase intention. However, high significance implantation may trigger resistance from the audience, and overly obvious commercial intentions may undermine the immersive experience of watching movies, leading to negative impressions of the brand among the audience. To avoid such counterproductive effects, high salience implantation requires special avoidance strategies, such as incorporating the product into humorous or dramatic plots to alleviate audience fatigue while maintaining effective brand messaging.

### **3.2 The moderating effect of implant repetition on purchase intention**

Implantation repeatability, as one of the key elements in product implantation design, has a significant moderating effect on consumer purchase intention. The cumulative effect of multi angle display in a single scene can enhance brand impression. By presenting products from different perspectives and ways, it can comprehensively showcase their characteristics and advantages, and increase the audience's understanding and cognitive depth of the product. This strategy can maximize the dissemination effect of a single implantation scenario without causing any resentment. Multi scene cross implantation further enhances the brand strengthening effect. By repeatedly appearing in different plots of the movie, the product can establish connections with diverse scenes and situations, enriching its image connotation in the minds of the audience. This cross implantation not only increases brand exposure frequency, but also demonstrates the applicability of the product in different contexts, thereby enhancing its practical and emotional value in the minds of consumers. However, the control of implanted repetition requires caution, as excessive repetition may lead to aesthetic fatigue and trigger audience frustration. To avoid such negative effects, innovative avoidance methods can be adopted, such as changing the presentation form of the

product, incorporating different emotional elements, or dynamically implanting them in conjunction with plot development, in order to maintain the audience's interest and attention.

### **3.3 The enhancing effect of situational consistency on purchase intention**

Situational consistency plays a crucial role in product implantation design, and its enhancing effect on consumer purchase intention cannot be ignored. The precise matching of product functions and usage scenarios is the core element in achieving situational consistency. By showcasing the product's usage status in its most suitable application environment in movies, the practical value and user experience of the product can be intuitively conveyed to the audience. This display method that is close to real-life situations can not only enhance the credibility of the product, but also stimulate the audience's desire to purchase, as they can clearly imagine themselves using the product in similar situations. The harmonious unity of brand tone and movie atmosphere further strengthens situational consistency. When the brand image matches the overall atmosphere created by the movie, the audience is more likely to accept and identify with the brand, thereby enhancing emotional connection to the product. This emotional resonance can significantly enhance the brand's position in the minds of the audience, making it not just a product, but also a symbol of a specific lifestyle or values. In addition, the stimulation of consumer self-identity and purchasing motivation is also an important effect brought about by situational consistency. When audiences see products in scenes similar to their own life or ideal state in movies, they are more likely to develop a sense of identification and belonging, which can effectively translate into actual purchasing behavior.

## **4. Conclusion**

The article elucidates the impact mechanism of different implantation strategies and design elements on brand awareness and purchase intention, which not only enriches the theory of product implantation, but also provides valuable guidance for marketing practice. In practical applications, marketers can optimize implantation strategies based on research results to enhance brand communication effectiveness. Future research can further explore the differences in implantation effects under cross-cultural backgrounds, as well as the application of new technologies such as VR in product implantation, to promote continuous innovation and development in the field of film marketing.

## **References**

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