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Original Article

## The Effect of Product Placement on Television Events on Brand Awareness and Product Purchase Intention

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**Abstract:** Nowadays, product placement is a tool for promoting a brand or product in television programs without being called formally (passive). It avoids word saturation due to being often spoken. Brand placement is payment inclusion on a product or brand identity consisting of audio and visual in mass media programs. This study aims to examine the effect of product placement on brand awareness and its implication on repurchase intention. The study is designed using a quantitative approach with primary data collected via electronic media (online survey) on 220 respondents taken with the purposive sampling technique. The data were analyzed using partial least squares and assisted by SmartPLS-3. The result shows that product placement has a significant effect on brand awareness and product placement has a significant impact on the repurchase intention. Brand awareness has a significant effect on the repurchase intention. In addition, brand awareness mediates the relationship between product placement and repurchase intention.

**Keywords:** product placement; brand awareness; repurchase intention.



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### 1. Introduction

Product placement is a technique of promotion advertising that puts or pins a brand or products in movies or television programs without being called formally (passive). This thing avoids word saturation because it is often spoken. Brand placement is payment inclusion on a product or brand identity consisting of audio and visual in mass media programs (Avery & Ferraro, 2000; Karrh et al., 2001). Destination from technique persuades candidate consumers by 'familiarizing' a brand in memory through sayings and visual images about the placed brand. The technique's main idea is that people will not replace channels when meeting an advertisement in commercial films (Avery & Ferraro, 2000).

Product placement is different from a conventional advertisement and airing on time pauses the screening of films or television programs. Brand placement is practiced during movies or television programs currently in progress or aired. The brand is only shown occasionally but has yet to be mentioned orally or in writing, and the show's intensity is just several seconds, with a corner look-taking camera not focused on the product but only briefly. Product placement is conducted smoothly and is one unity with the media used as the visibility brand becomes raised. Generally, a product

placement strategy is similar to a sponsorship strategy. However, what sets it apart is that there is no mention of the word 'sponsor' in the appearance of the film or television show it participated in because he came on stage as part of events/ shows. Brand placement, for example, is clear/prominent from a hybrid message or effort and affects the audience made with cost specific but not identified as a sponsor (Karrh et al., 2001)

With a selection of shows that air at the same time on the station, different television and saturation will have the exact ad that keeps on repeating throughout the event every day, making the audience move the channel at the moment to pause the advertisement because it felt disturbing to watch them. This thing reduces the effectiveness and serving moment commercial breaks. Research conducted by LOWE Indonesia states that as many as 53% of television viewers in Indonesia change television channels when they enter during commercial breaks and the rest to do other activities (not watching ads), and viewers rate television advertisements as boring. Empirical facts are given by *YouGov Agent International* (2010), who discovered that 80% of viewers of television avoid advertisement television, though television has permanently become your favorite medium for advertising.

For rational and strategic reasons, product placement is also due to problems with conventional ads, that is, the existing trend of audience to avoid advertisements with zipping or zapping and happening audience fragmentation (Gould et al., 2000). Brand placement is trusted as an effective mechanism for reaching an audience and has already been used by marketers For not enough over 50 years (Avery & Ferraro, 2000). Many companies already do activity product placement as a promotional strategy, and many media companies provide space and place for facilitating activity Product placement from various companies). The impact of product placement is increasing brand awareness. Brand awareness is a brand's ability to be remembered by someone (consumer) when they see or hear a product mentioned (Durianto, 2004). Brand awareness is influenced by several factors: the advertising company (Kotler et al., 2012).

Brand awareness is the giver of information to the public about the existing brand, attracting consumer attention for purchase and easing the market (Fill, 2005; Kotler & Keller, 2009). So, from exposure, it is known that brand awareness can be affected by promotion or advertising companies. One form of promotion is through product placement in television shows. The impact of high brand awareness, of course, will affect the intentions and decisions of consumers to buy products (Fill, 2005). This thing in line with the opinion of Assael (2005) that the intention buys repeat or intention to buy repeat consumers could be influenced by brand awareness because brand awareness functions as the giver of information about the existing brand and attracts consumers' attention to purchase. Therefore, the intention to buy a repeat is possible for consumers to buy a repeat product (D'Astous & Chartier, 2000; Kim et al., 2005).

The study adopts the research model from Karrh et al. (2001), Tiwaskul et al. (2005), Gould et al. (2000), Nelson, (2004) and Wisanto (2013). The study has proven that product placement affects consumer behavior seen from intentions and decisions of the purchase. Media Product placement researched by researchers has enough variety, such as movies, dramas, and talk shows with a group sample of community public and students in various countries. In research this, the researcher tests the influence of product placement on consumer behavior using the Cognitive Association Model/ CAM from (Nelson et al., 2004). The study also combines the CAM model with the theory of planned behavior (TPB) model from Ajzen & Fishbein (2005). Combination model formulation is conducted because, on the CAM model, a consumer will remember something and behave because of a message or stimulus by marketing. Message or the stimulus in research this proxied with product placement. Stimulus delivered through the product placement will affect brand awareness (consciousness brand) (is perceived behavioral control in TPB theory) which will affect the behavior of consumers in the form of repurchase intention (Ajzen & Fishbein, 2005; Nelson et al., 2004). In addition to different research models, the study now tests the model on consumers of the Torabika Duo Coffee product, the main sponsor of Stand-Up Comedy.

## 2. Literature Review

### 2.1. Repurchase Intention

Intention buys repeats are often used to analyze the behavior of consumers. For example, before a purchase, the consumer usually gathers information about products based on personal experience or information from the environment. After the information is collected, the consumer will start to evaluate the product and decide to purchase it after comparing it and considering it. Intention buys repeat related to decision purchase consumer; the intention is used to predict a trend that somebody will do or not to do behavior buy. The intention is a trend or strong desire in the individual to do specific behavior. The intention indicates how strong the desired individual is to realize something behavior; in other words, the stronger the desired individual, the more significant possibility that something behavior is realized. According to Mowen & Minor (2002), the intention to buy repeat is the desire of the consumer to behave with a specific method for having, imagining, and using goods or services. According to Schiffman et al., (2013), intention buys repeat is often called with component conative on related attitudes with the possible consumer for buying a particular product. According to Assael (2005), intention purchase is an emergent behavior response to an object showing the desired consumer to purchase.

## 2.2. Purchase Intention

Intention buys consumers (purchase intention) is a factor booster in the pick-up decision to purchase something productive. Consumers' intention is the consumer's desire and inclination to buy advertised products because there is a possibility that consumers will buy a product in the future. [Kotler et al. \(2018\)](#) explain that intention is something encouragement or intense internal stimulation to motivate action someone, and encouragement influenced by stimuli, and positive feelings will be the product. [Khan et al. \(2012\)](#) stated that the intention to buy could be the intention of somebody to buy a brand-specific item whom they have chosen for themselves after evaluating it. Consumers could measure variable intentions to buy. For example, consider a brand for purchase and expect a product in the future. [Simamora \(2002\)](#) states that the intention to buy a consumer product arises because existence is based on trust in the accompanying product with the ability to buy a product. Besides that, the intention to buy the product can also occur with the influence of others' beliefs.

Intention to buy is formed from the consumer's attitude toward something product. Intention buys originated from trusting consumers to quality products. The lower trust of consumers in a product will cause a decline in the intention to buy. [Schiffman et al. \(2013\)](#) explains that the influence of external consciousness will need the introduction of products and evaluation of alternatives, which can cause the intention to buy from consumers. The external (input) influence consists of efforts in marketing and socio-cultural factors. The activity marketing company is a stimulus for getting, informing, and convincing consumers to buy and use products. Intention buys arise after an evaluation process alternative and in the evaluation process. According to [Kotler et al. \(2012\)](#), the intention of the consumer is a consumer behavior in which the consumer desires to buy or choose something product based on experience in choosing, using, and consuming or even wanting something product. In addition, according to [Kotler et al. \(2012\)](#), consumers desire to buy something based on a brand.

## 2.3. Brand Awareness

Brand awareness is the most critical aspect of campaign marketing, at least in the early days of its marketing. Introducing a potential customer to something product or service the right way is essential because in the same case with meeting people, the impression is the first to pay attention. To what extent a product recognized lies in the brand's consciousness, which could finally increase or destroy profitability? Brand awareness is also crucial for business because it not only invites consumers to buy for the first time. However, brand awareness also makes consumers continue to buy products offered by the company. People will more likely buy goods or use services from the name they believe and easily recognize, for example, from the logo and company tagline, so that thing first comes to mind when they buy something. Besides that, if they are satisfied with the brand, it is probably significant that they will know others about the brand, and of course, will be a profitable company in achieving its sales target. Brand awareness is the ability of a brand to appear in the thought moment of a consumer thinking a category product specific. A brand is a name, term, sign, symbol, design, or combination overall as a distinctive identity, something company with another company. Reaching brand awareness is a challenge beginning for a brand new. Maintaining a high level of brand awareness is the task faced by all brands well established.

## 2.4. Product Placement and Brand Awareness

According to Nielsen Media Research, product placement in television shows can increase brand awareness by 20%. [Cebrzynski \(2006\)](#) and [Tsai et al. \(2007\)](#) discovered that increased brand awareness leads to increased recall, positive attitudes, and a stronger purchasing intention. A positive attitude toward the script leads to a higher recall rate when brand awareness is high. Furthermore, once a brand achieves a certain level of awareness, the more positive the attitude toward product placement, the stronger the effect on recall rate, attitude, and purchasing intention. However, when product/brand awareness is low, consumers frequently need help recalling the names of advertised products.

## 2.5. Product Placement and Consumer Memory

Product placement can greatly impact recall ([Panda, 2003](#)). Memory, for example, improves when the visual/auditory modality and plot connection are congruent ([Russell, 2002](#)). Using aided recall and free recall measures, [Pokrywczynski \(2005\)](#) discovered that viewers could correctly recognize and recall placed brands in movies. Furthermore, brands prominently featured in a movie scene have higher brand recall than those not. Verbal and visual brand placements are more memorable than either one or the other. Furthermore, displaying the brand early and frequently with at least one verbal mention improves brand recall ([Romaniuk, 2009](#)). Furthermore, rather than reality shows, sitcoms have a higher recall for product placements ([McClellan, 2003](#)). According to [Hong et al. \(2008\)](#), product placement maintains brand salience or the order in which brands come to mind. Product placement strategies should concentrate on how a product can explicitly convey superiority, durability, performance, and specification.

## 2.6. Product Placement

Product placement can be very useful. Ultimately, product placements among entertainment firms, corporate brands, and agencies are all monetarily driven, either directly or indirectly. At the very least, entertainment and independent production companies hope to reduce their budgets and invest more dollars elsewhere (Chang et al., 2009). Its purposes 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; changing consumers' attitudes or overall evaluations of the brand; changing the audiences' purchase behaviors and intent; creating favorable practitioners' views on brand placement; and promotion. Product placement is the combined purpose of the commercial content portion of the product generated through side advertising and entertainment. Brand placement is sponsoring or brand in advertisements and promotions where the brand name, product, packaging, or others are used contextually in films, television, or other media for commercial purposes, in the product placement of viewers who indirectly get or see a brand on film, television or other shows (Cebrynski, 2006; Panda, 2003).

According to Panda (2003), Product placement is used to increase knowledge of will brand (brand knowledge) between a consumer in every advertising media used; it is also stated that uniqueness a medium can see the process of displaying and harmonizing or adapting existence brand or product inside something story or the media used, and not there is competition exposure in the same medium and time so very different with advertising through television and newspapers so that condition this become critical because could deepen level brand knowledge. Advertising outside concept, where enter creative and not categories suspected for attractive attention consumers, ads that can reach people though they currently work, play and shop (Kotler & Keller, 2009). Product placement is a method for increase promotion a product or service with showing the product with impression that existence product the as if becomes part from stories of films and television shows (Belch et al., 2004). The analytical framework explains that product placement directly affects repurchase intention. Likewise, with the brand awareness variable. The more positive the product placement, the higher the desire to repurchase, and the higher the brand awareness of the product brand, the higher the desire to repurchase the product. On the other hand, product placement will also affect brand awareness, indirectly increasing the desire to repurchase a product. This relationship is called the mediating effect.

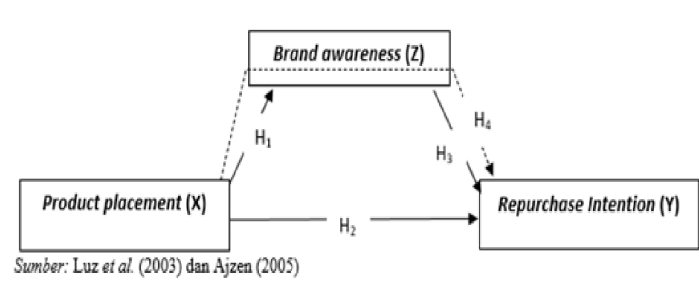


Figure 1. Research Framework

The impact of product placement is increasing brand awareness. Brand awareness is a brand's ability to be remembered by someone (consumer) when they see or hear a product mentioned. Brand awareness is influenced by the advertising company (Kotler & Keller, 2009). Fill (2005) explains that an awareness brand can become something signal from the presence, commitment, and substance, with no direct effect on consumer behavior. Brand awareness is the giver of information to the public about the existing brand, attracts attention to consumers for purchase, and eases dominating the market (Fill, 2005; Kotler & Keller, 2009). So, from exposure, it is known that brand awareness can be affected by promotion or advertising companies. One form of promotion is through Product placement in television shows. Balakrishnan et al. (2012) conducted a study-related influence of product placement on brand awareness. Research results show that Product placement has an impact on brand awareness. Product placement influences a significant aspect of brand awareness: brand recalls. Kit & P'ng (2014) research also provides empirical proof that product placement affects consumer behavior, especially among the millennial generation, one of which is brand awareness. Tandiono (2013) also proved that product placement could affect brand awareness and the attitude of consumers.

H<sub>1</sub>: Product placement has a significant effect on brand awareness.

H<sub>2</sub>: Product placement has a significant effect on repurchase intention.

H<sub>3</sub>: Product placement has a significant effect on repurchase intention.

H<sub>4</sub>: Brand awareness mediates the relationship between product placement on repurchase intention.

### 3. Materials and Methods

The data used in this study are primary data obtained from the results of distributing questionnaires to respondents using electronic media (online surveys). The sample used in the analysis is 220 people taken by purposive sampling. The data analysis method used is smart partial least squares (PLS). The calculation algorithm is used to test the measurement model (outer model), then structural model testing (inner model) is conducted. First, test the inner or structural model, then conduct the testing hypothesis. The estimated parameters' significance gives helpful information about the connection or influence Among variable research. The base of the test hypothesis is the value contained in the output path coefficient iteration bootstrapping. On app SmartPLS testing by statistics, every connection is conducted with simulation, that is, through method bootstrapping to sample. Test with bootstrapping is also meant for minimizing problem research data abnormality.

### 4. Results and Discussion

As for the structural model PLS bootstrapping results inside the study, this could see in Figure 2 as follows;

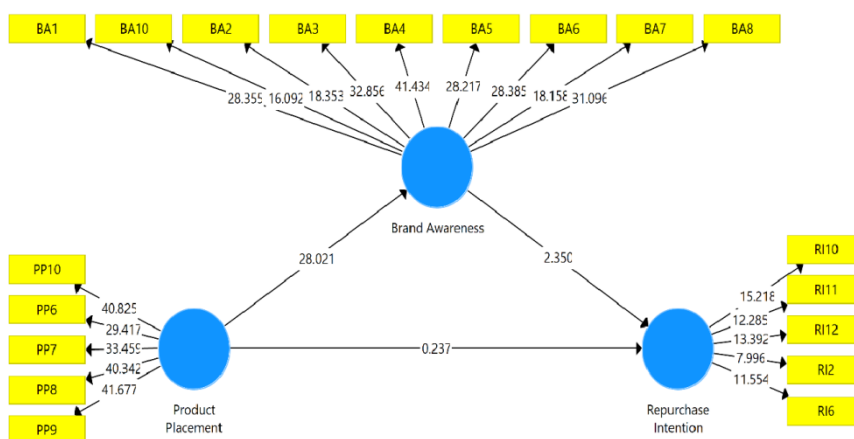


Figure 2. Result of Structural Model using Bootstrapping

Test results with bootstrapping from analysis SmartPLS has done with method compare t-statistic value with 5% alpha or 0.05. The results of proposed hypothesis of structural model as shown in Table 1 below:

Table 1. Structural Path Model Test Results (Mean, STDEV, T-statistics)

Path Analysis	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Product Placement --> Brand Awareness	0.765	0.769	0.027	28.021	0.000
Product Placement --> Repurchase Intention	-0.024	0.102	0.102	0.237	0.813
Brand Awareness --> Repurchase Intention	0.208	0.223	0.089	2.350	0.019

#### Hypothesis Testing 1: The effect product placement on brand awareness

The results first show that the influence of product placement on brand awareness is significant, where the value of t - statistic c is 28, 021 > t- table 1.96 0 and p-value 0.000 < alpha 0.05. This result means that if consumers perceive the taller or better product placement, consumer brand awareness will be higher. Height memory or consumer brand awareness (in Thing this stand-up comedy show audience) on the placed brand - right because supported by visual product placement conducted by the station television. Facts' existence influence product placement against brand awareness can be seen from several indicator product placements that grow memory (awareness) of the audience or consumer with the product because placement of the Torabika Duo Coffee brand, especially from aspect visuals. Aspect visuals have been done precisely and clearly, and the appearance of Torabika Duo coffee brand is always there every taking show, good moment participant stand-up comedy perform or moment jury to make a response. The appearance of the visually visible brand of Torabika Duo Coffee, capable of influencing consumer brand awareness (audience) is vital. Besides that, there is mention of the Coffee Torabika Duo brand performed by a good presenter, moment advertisement or moments quiz add memory consumer. In general, the result of the descriptive analysis shows that Torabika Duo coffee product placement is perceived as high/good by the respondent, which makes Brand awareness of Torabika Duo coffee high.

**Hypothesis Testing 2:** The effect product placement on repurchase intention

The second results show that the influence of product placement on repurchase intention is significant, where the value of  $t$ -statistic is  $0,237 < t\text{-table } 1.960$  and  $p\text{-value } 0.813 > \alpha 0.05$ . This result means that if consumers perceive the taller or better product placement, no will influence the desired consumer to buy the product. Therefore, from the descriptive result analysis, the respondent perceived Torabika Duo coffee product placement as high/good. Hence, consumers desire to buy high returns on Torabika Duo coffee products. However, a high perception of the variable product placement could influence the audience to return to buy the product. Therefore, marketers and advertisers introduce products through certain events where the audience (consumers) feels comfortable with the placed brand. Product placement does not invite somebody to buy the product but describes the product. Because of that, aspect visual, auditory, and plot connection in product placement is one unit that does not mean inseparable. Thereby could understand that the product placement strategy's role is to give the brand's impression (brand image) to consumers or audience. Hence, they always remember (awareness) of the brand through dimensions of product placements. So, behavior repurchase intention will occur if previously consumers are aware of something brand as the impact from placements made by marketers. This thing, of course, is just with the findings of (Belch et al., 2004) that destination leading from product placement is increased brand recalls. Measurement of this recall generates an average of 38% of its audience still remembering will brand that.

**Hypothesis Testing 3:** The Effect of brand awareness on repurchase intention

The results hypothesis third shows that the influence of brand awareness on repurchase intention is significant, where the value of  $t$ -statistic is  $2,350 > t\text{-table } 1.960$  and  $p\text{-value } 0.019 < \alpha 0.05$ . This result means that if the taller or better consumer brand awareness of Torabika Duo coffee products, then consumer repurchase intention will be higher. Height memory or consumer brand awareness (in Thing this stand-up comedy show audience) on the placed brand - right because supported by visual product placement conducted by the station television. The influence of brand awareness on repurchase intention can be seen from several indicators that are already high, especially in the growing audience or consumer awareness of the product due to the placement of the Torabika Duo Coffee brand in particular, namely from the aspect of brand recognition. Aspect brand recognition on the Kopi Torabika Duo brand where consumers or audiences always remember the product and get to know the brand, name, and color marketing product. State this influence consumer brand awareness (audience) is getting intense, so could influence his behavior toward products, such as case through purchase product by repeated. Consumer brand awareness of Torabika Duo coffee has been high/sound, and consumers desire to buy high returns on Torabika Duo coffee products. Awareness of someone will something brand trusted will cause Intention they for behave. The more consumers are aware of a brand, the higher the probability of buying a product from a brand. [Malik et al. \(2013\)](#) researched the importance of brand awareness and brand loyalty to evaluate repurchase Intention, proving that brand awareness has an essential role in repurchase Intention.

**Hypothesis Testing 4:** Mediation (Indirect Effect)

The mediation effect of brand awareness between product placement and repurchase intention (see Table 2)

**Table 2.** Output Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Product Placement -> Repurchase Intention	0,159	0,172	0,069	2,319	0,021

Table 2 shows that the score of indirect effect product placement against repurchase intention of Kopi Torabika Duo products mediated by brand awareness is 0.159.  $t$ -value coefficient indirect effect is  $2.319 > t\text{-table } 1.960$  and the value of  $p\text{-value } 0.021 < \alpha 0.05$ . This result shows that hypothesis 4 reads: brand awareness mediates the influence of product placement against repurchase intention accepted. Then, effect mediation (whether partially Mediation or fully Mediation) is evaluated by seeing the influence track structure as follows. Full Mediation occurs if the direct influence of the predictor variable (independent) on the criterion variable (dependent) is not significant and the effect of the mediating variable (mediator) on the criterion variable is significant, and the indirect effect remains significant. Partially Mediation occurs if the direct effect of the predictor variable (independent) of the criterion variable (dependent) is significant and the variable that affects the Mediation (mediator) of the criterion variable is significant, and the indirect effect remains significant. Based on this, the criteria for ongoing Mediation is full Mediation. Fully Mediation means that a significant dependent variable cannot influence the independent variable without a mediator variable. Therefore, the media variable (brand awareness) influences the product placement variable on the repurchase intention variable.

## 5. Conclusions

This study concludes that product placement on brand awareness is significant. It means that if consumers perceive the taller or better product placement, consumer brand awareness will be higher. On the other hand, the effect of product placement to repurchase intention is insignificant. This result means that if the taller or better product placement is perceived by consumers, not capable of influencing the repurchase intention of consumers. However, the effect of brand awareness on repurchase intention is significant. This result means that if the taller or better consumer brand awareness of Torabika Duo coffee products, then consumer repurchase intention will be higher. Therefore, brand awareness has a role in influencing product placement toward repurchase intention on Torabika Duo coffee products. The mediating effect in this research is full mediation, meaning that the significant dependent variable cannot influence the independent variable in the absence of a mediator variable. Furthermore, Torabika Duo, as a coffee producer, should use promotional strategies and product placements to increase consumer brand awareness through television programs or events such as live or on-air broadcasts. Efforts to increase product brand awareness among consumers can influence buying behavior. High brand awareness of Torabika Duo coffee products will make consumers loyal. Therefore, embedding a positive brand will make consumers remember the product well when they see it in front of their eyes. Furthermore, repurchase intention occurs due to various driving factors, such as product placement and brand awareness. Therefore, to increase consumers' desire to buy products, product brand awareness can be implanted in the minds of consumers through product placement strategies.

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