

## EFFECTS OF BRAND PLACEMENT IN FILMS ON BRAND RECALL AND PURCHASE INTENTION OF BALIUAG UNIVERSITY STUDENTS

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### Abstract

Brand placement is becoming a popular marketing tool which is currently applied in movies here in the Philippines. However, studies that involve ascertaining the effects of prominent brand placements on teenage consumers are not widely done in the country. A number of researchers have used field studies to investigate product placement in movies, but they have not used experimental designs. Thus, there is a need to conduct research that would investigate product placement in movies using field settings and an experimental approach. This descriptive-quantitative study examines how brand placement in films can affect brand recall and purchase intention of college students of Baliuag University. A total of 73 respondents were selected via non-probability convenience sampling method. A seven-minute film made by the researcher is used as the material in the movie-viewing process of this study. Survey questionnaires were administered after the movie viewing to assess the respondents' brand recall and purchase intention. Results show that brand placement in films has a significant effect on brand recall but not on purchase intentions of the college-aged viewers at Baliuag University.

**Keywords:** brand placement, brand recall, purchase intention

Two-thirds of the advertising budget is spent on product placement globally (Meyer, Song, Ha, Lee, & Dawes, 2016; Raza & Jalees, 2016). When ever a brand is strategically placed in movies and other mediums, it is called "brand placement." In other words, companies pay movie or television program makers or licensees a sum of money to have their product or brand name

displayed during the movie or show for a certain period of time.

This strategy is seen as the new advertising avenue for advertisers. An example is the recent famous movie, Transformer 3: Revenge of the Fallen. Product placements for big names include General Motors, Apple, Mercedes Benz, Lenovo, CNN, Fox News, "Bee-Otch" air freshener, and a few other products from China. Brand Channel, an online exchange website about branding, awarded Transformer 3 the 2011 Award for "Achievement in Product Placement in a Single Film" (Chee Kit & Qui P'ng, 2014).

Brand placement is not a new strategy in the marketing and advertising industry even in the Philippines. It also continues to become a focus of study for researchers across the globe. In fact, a growing stream of product placement studies has been conducted to gauge product placement's impact on brand awareness, attitudes, and purchase intent (Wiles & Danielova, 2009). Several studies have been completed on the acceptance of brand placement in America and other countries, yet only a few amount of research has been done in the country to assess its effectiveness.

There is a need to establish a comprehensive body of knowledge as regards the effects of brand placement in films on consumers' responses in the Philippines. Also, another variable that is not always tackled in the researches in the Philippines is the prominence of the brand placements. In line with this, the researcher has decided to conduct this study that aims to examine not only the general impact of brand placement on consumers but particularly the effects of the prominence of brand placements in films on the consumers' brand recall and purchase intention.

**Brand placement.** This study revolves around the effects of the prominence of brand placement in films on brand recall and purchase intention of 100 student-viewers.

Brand placement in movies is said to be an emerging marketing dimension and strategy in this era (Balakrishnan, Shuaib, Dousin, & Permarupan, 2012). It refers to the planned

and paid insertion of a branded product within a film or any other media capable of influencing the attitudes and beliefs of the audience toward a particular product (Guido, Peluso, Tedeschi, Nicole, Lauretti & Caciula, 2010).

Product placement is not a new phenomenon, it dates back to 1890s. A documented example is Lumiere Brother's film in which the producer used the brand placement strategy for a known brand sunlight soap (Kumar & Balbanis, 2016). Early placements of products in different mediums were usually done haphazardly, but over a period of time this strategy of product placement became subtle and natural looking (Meyer, Song, Ha, Lee, & Dawes, 2016). A good example of subtle placement could be traced to an old movie "E.T" in which Reeses's candy (Hershey candies) was shown subtly and naturally; consequently, its sales increased significantly.

Brand placement or product placement is a strategy that practitioners have been utilizing since the late 1800s. However, theorists recognized its potential in the 1980s (Rovella et al., 2015; Yee Chan, 2016; Raza & Jalees, 2016). This marketing strategy was used by the film and television producers to reduce overhead costs of productions (Liang, Hsiao, & Cheng, 2015; Raza & Jalees, 2016).

In the 1930s, Proctor and Gamble placed their soap powders in radio programs and at the same time tobacco was portrayed in the movies as the right attitude for the main lead characters (Chan, Petrovici, Lowe, Cadogan, & Ford, 2016; Raza & Jalees, 2016). Product placement received a lot of negative publicity, where activists thought that placement increased health issues and challenged value system; hence, the strategy of placement was abandoned till the 1960s (Balakrishnan, Shuaib, Dousin, & Permarupan, 2012; Chan et al., 2016; Raza & Jalees, 2016).

Prominent placements vs. subtle placements. In this study, the effects of prominent brand placement and the effects of subtle brand placement were compared. For this purpose, the following related studies are cited in this review of related literature.

Previous research has indicated that prominent placements are better recalled and better recognized than subtle placements (Van der Waltd, Nunes, & Stroebel, 2008; Lehu & Bressoud, 2009; Reijmersdal, 2009; Wilson & Till, 2011; Dens, De Pelsmacker, Wouters, & Purnawirawan, 2012; Cholinski, 2012; Verhellen, Dens & Pelsmacker, 2013; Gurses & Yolbulan, 2014). Other studies also show that prominent brand placement may cause a shift on brand attitude (Cowley & Barron, 2008; Homer, 2009; Reijmersdal, 2009; Verhellen, Dens & Pelsmacker, 2016).

The purpose of the study conducted by Van der Waltd, Nunes, and Stroebel (2008) was to investigate consumer attitudes towards prominent product placements and the principal actor using the brand in the film or broadcast programme. The survey method entailed that respondents had to observe a series of scenes from a film clip containing product placements; thereafter, they were required to complete a questionnaire. Results indicated that their ability to recall prominently placed products is greater than their ability to recall subtly placed products. It further indicates that a principal actor using a brand in a film or broadcast programmes does not necessarily influence consumers' affective behavior.

According to the study of Lehu and Bressoud (2009), prominent and plot connected placements lead to better brand recall (spontaneous day-after recall) than prominent placements that are not plot connected, and that the latter leads to better brand recall than plot connected placements that are not prominent. The brands appearing in non-prominent and non-plot connected placements are the worst recalled.

According to another related study conducted by Verhellen, Dens, and Pelsmacker (2013), which was the first study to investigate the effects of brand placement techniques in user-generated content, there is a strong positive effect of brand placement prominence on brand recognition of both the manipulated brand and a subtly placed complementary brand (a brand that is explicitly used together with the manipulated brand). A prominent endorsement by a celebrity expert enhances the

purchase intention of the focal brand compared to a subtle endorsement. This effect is stronger for viewers who strongly liked the video than for viewers who liked the video less.

The present study is similar to the study of Gurses and Yolbulan (2014) which aims to investigate the effects of product placement on consumer choice and memory by combining explicit and implicit measures. In the same manner, the current study aims to know the effects of product placement on purchase intention and brand recall of consumers.

Cowley and Barron's study (2008) investigated not only how prominence and subtlety of brand placement affect brand attitude but it also considered another variable which is program liking. Their study did not specifically show how prominence of brand placement can affect brand recall and purchase intention which is the primary aim of the current study.

Homer (2009) specifically examined the effects of repetition of branded product placements in television and movies, comparing those that are subtle/"not in your face" with those that are more prominent/obvious. Findings suggest that repetition of prominent placements for known brands has a negative impact on brand attitude. For subtle cases of product placement, however, consumer attitudes are relatively positive and moderate levels of repetition have little incremental impact.

The difference of the current study and Homer's study (2009) is that the current study focuses on the prominence of brand placement itself, regardless of the repetition, while Homer's study (2009) focuses on the repetition of both prominent and subtle brand placements.

#### **Relationship of brand placement to brand recall.**

More than the general impacts of brand placement, the specific effects of brand placement on brand recall were further assessed in this study. As product placement continues to grow in advertising and marketing industry, many studies have been conducted in order to demonstrate if viewers really recognize and recall brands placed in various TV shows and films. Brand recall is a way of evaluating brand placements in research when

consumers can describe the features of brands seen in films without additional descriptions, known as 'spontaneous recall' (Lehu & Bessoud, 2009).

"Since traditional media have become saturated, the technique of product placement has been attracting growing interest" (Lehu & Bressoud, 2008). In their research, the authors explored new insights concerning viewers' reactions during a second viewing of the movie. A first viewing of the movie at the cinema improves brand placement recall, as does watching the movie at home on a large home cinema screen. Such an improvement also occurs when a DVD movie is chosen either because of the movie director or when the viewer likes the movie.

One study (Park & Berger, 2010) investigates viewer recognition of brands placed in films, according to film genre, gender, and previous viewing experience. Results suggest that brand recognition is more common in drama films. Previous viewing experience and gender did not make significant differences in brand recognition. It is suggested that brand placements require more public relations research.

Genre, gender and previous viewing experience of moviegoers are the focus of investigation in the study of Park and Berger (2010) in regards to the effects of brand placement towards brand recognition. However, in the current study, prominence is the main factor considered.

Scott and Lees' exploratory study (2010) examined the relationship between audiences' perceptions of the quality of their cognitive and emotional engagement with an entertainment piece and the memory trace created by a product placement. Although limited by the viability of available, wholly suitable measurement scales, their study which used a within-subject design and targets teenagers, found out that audience engagement (which consists of pleasure, arousal, and cognitive effort) and star liking can be measured by self-reports after consumers watch a movie and that star liking, cognitive effort, and pleasure affect recognition for product placements.

The present study also utilized the research of Balakrishnan, Shuaib, Dousin and Permarupan (2012) because it explains the relationship between acceptance of brand placement based on consumers' perception and brand recall towards brand preference, loyalty and intention to purchase among Malaysian young movie viewers. The results of the study indicated that the acceptance of brand placement based on consumers' perception and brand recall have a significant relationship with brand preference, loyalty, and intentions to purchase. It indicates that brand placement acceptance and recall plays a vital role in influencing marketing activities, enabling marketers to impact younger generations' brand preference in either a gross or subtle manner.

Although the study of Balakrishnan, Shuaib, Dousin and Permarupan (2012) explains the relationship among many variables but not the effects of the brand placement on brand recall and purchase intention per se, it is still of great significance to the current study since it highlights all the variables of the current study. Moreover, the study of Balakrishnan, Shuaib, Dousin and Permarupan (2012) may be useful to explain the findings of the current study.

Results suggest that product placement can affect both implicit and explicit measures, and that one placement experience can have both positive and negative consequences depending on brand recall and whether viewers are primed to think about product placement.

The current study may not aim to prove if the strategy of placing brands in movies can be an alternative to traditional advertisements for better brand recall and purchase intentions, but similar with Srivastava's study (2015), the current study partially aims to highlight the consumers' point of view and make them the brand spokesperson for global brands.

As stated by Matthes, Wirth, Schemer, and Kissling (2011), "Field dependence-independence of individuals is an integral factor for the perception of product placements because field-independent individuals are better able to separate a

stimulus from its context; thus, they can more easily recognize a placement in a complex audiovisual field."

**Relationship of brand placement to purchase intention.** Aside from assessing the effects of the prominence of brand placements in films on brand recall, its effects on the purchase intention of the student-viewers were examined in this experimental study.

"Conventional advertisements, due to its over exposure, are losing their effectiveness; consequently, product placement strategy is becoming a popular marketing tool" (Raza & Jalees, 2016). The study revealed that the strongest effect of product placement was on brand loyalty. Purchase intention and brand recall also significantly affected product placements.

The study of Raza and Jalees (2016) was almost the same as the current study except that it included brand loyalty as one of the dependent variables. Overall, both studies aimed to ascertain the influence of brand placement on brand recall and purchase intention of viewers/consumers.

The present study added the research of Balakrishnan, Shuaib, Dousin and Permarupan (2012) as a related literature because it explains the relationship between the acceptance of brand placement based on consumers' perception and the brand recall towards brand preference, loyalty and intention to purchase among Malaysian young movie viewers. The results of the study indicated that the acceptance of brand placement based on consumers' perception and brand recall have a significant relationship with brand preference, loyalty, and intention to purchase. It indicated that brand placement acceptance and recall played a vital role in influencing marketing activities, enabling marketers to impact younger generations' brand preference in either a gross or subtle manner.

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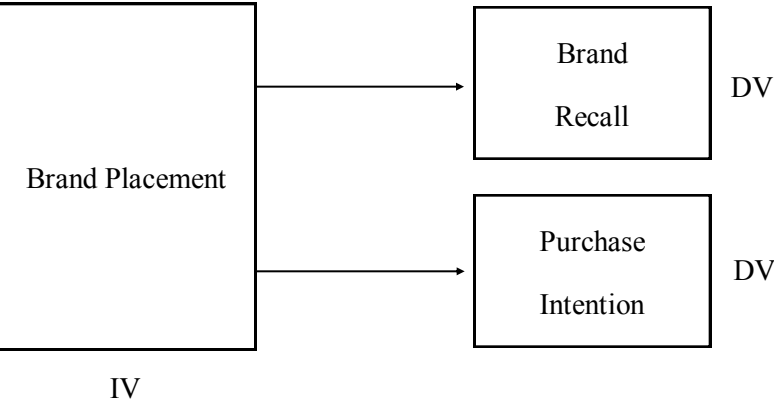
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“A prominent endorsement by a celebrity expert enhances the purchase intention of the focal brand compared to a subtle endorsement” (Verhellen, Dens, & De Pelsmacker, 2013).

The study of Chee Kit and Qui P’ng (2014) examined the influence of product placement in television shows and movies toward consumer behavior. Findings showed that beliefs of a person about product placement can affect the individual’s attitude. In addition, normative norms have a significant relationship with subjective norms. Both attitude and subjective norms have a direct effect on purchase intention. This shows that purchase intention affects a person’s consumer behavior.

The findings of the said study does not necessarily translate to the possible outcomes of the current study but then it still discussed the effects of brand placement on the individual’s attitude, purchase intention and consumer behavior which were taken into consideration in the current study.

**Conceptual Framework**



**Figure 1.** The model shows the brand placement, which is the independent variable, and brand recall and purchase intention which are the dependent variables of the study.

**Statement of the Problem**

The primary purpose of the study is to examine the effects of brand placement in films on brand recall and purchase intention of Baliuag University students. Furthermore, this study aims to answer the following specific problems:

- 1. What is the level of acceptability of college-aged viewers in Baliuag University towards brand placement strategy?
- 2. How is brand recall of the students/viewers affected by the brand placements in film?
- 3. How is purchase intention of the students/viewers affected by the brand placements in the film?

**Method**

The research purpose and research questions of this thesis indicate that this study is primarily a quantitative-descriptive type of research. Quantifying data and generalizing results from a sample to the population of interest and measuring the incidence of various views and opinions in a chosen sample is a quantitative approach.

Quantitative methods and tools were used in this research such as survey questionnaires to collect numerical data, which was empirically investigated via statistical computation techniques. Moreover, this study is descriptive in nature because it aims to describe the cause-and-effect relationship between the prominence of brand placement in films and brand recall and purchase intention of viewers.

**Participants and Sampling Procedure**

Seventy three students from the College of Arts and Sciences in Baliuag University were selected via the non-probability convenience sampling method. This means that the sample of 73 students from the total student population of Baliuag University were chosen because of their convenient accessibility and proximity to the researcher. The subjects were selected because they were easiest to recruit for the study.

Aside from this, since most frequent cinemagoers belong to this age group 15-34, the researcher decided to include college-aged students 18 to 30 years of age as the respondents of the study. The total population of students in the College of Arts and Sciences is 121. From that population, 15 Bachelor of Arts in Communication (BAC) fourth year students, 31 Bachelor of Science in Psychology (BSPsy) fourth year students, and two Bachelor of Arts in Political Science (BAPS) fourth year students were subtracted. Since the fourth year BAC students were already aware of the title and purpose of this study, the researcher decided not to include them so that the findings and results would not be affected in any way.

As for the fourth year BSPsy students, some from their block were used as actors in the short-film the researcher has produced for the study. The possibility that these students may have already told their classmates about the short-film and how it is related to the study itself was greatly considered in deciding whether to include them as participants/respondents or not. Lastly, the two BAPS students were not included as respondents because they were not available at the time of the data gathering process. Thus, from 121, the sample size was reduced to 73 students.

## **Instrument**

The questionnaire has a total of 32 items (including the two enumeration-type questions) divided into five parts: spontaneous brand recall, brand familiarity, brand placement acceptance, brand preference, and intention to purchase. The instrument was adopted and modified from Balakrishnan, Shuaib, Dousin, and Permarupan (2012).

The first part consisted of profile questions such as name (optional), age, year and course, gender, and date. The direction on how to answer the questionnaire followed. A five-point Likert-type scale was used throughout the questionnaire, with *strongly disagree* at point one; *disagree* at point two; *neutral* at point three; *agree* at point four; and *strongly agree* at point five.

The researcher did not conduct a pre-test anymore because the instrument had already been tested and proven in Balakrishnan, Shuaib, Dousin, and Permarupan's study in 2012. The instrument was also used in other studies such as Raza and Jalees (2012), Dens et al. (2012), and Gurses and Yolbulan (2014).

## **Data Gathering Procedure**

The researcher produced the seven-minute short film "The Other One (Or So We Thought)" which was used in this study. Some fourth year BSPsy students were asked to star in it. It was mainly about the other guy's point of view and love interest. It served the purpose of telling people who love someone but who is already in love with someone else, that they could have their own love story in which they could be the main guy or main girl. Within the plot of the film, brands such as Clover chips, Absolute drinking water, and Cherry Mobile have been placed prominently. On the other hand, the subtly placed products include Pic-A chips, Nature Spring drinking water, Iphone, and Jansport bag. When the short film was finally done and produced, the researcher proceeded with the data gathering process.

The participants watched the short film entitled "The Other One (Or So We Thought)" in groups. The film viewing was in accordance with the availability of the respondents.

The research title and the research purpose were not discussed before the film viewing to avoid giving clues to the respondents. The respondents were only told to watch the short film first. Afterwards, they were asked to answer the survey questionnaires. At this point, the researcher introduced the study and the directions of the survey. The respondents were then prodded by the researcher to start answering the questionnaires without asking their classmates and friends. The questionnaires were collected after. The tallying of the answers of the respondents for each item came next.

Data Analysis and Statistical Treatment

Percentage ranking, mean, and weighted mean were used to analyze the data of the study. Moreover, the following scale was used for the verbal interpretation of the results in Chapter 3, with 5 = very high; 4 = high; 3 = neutral; 2 = low; and 1 = very low.

Results and Discussion

This chapter presents, analyzes, and interprets the data gathered. The results are presented in tables.

Table 1. The products placed in the film that are recalled by the viewers.

Products/Brands	Frequency	Percentage
Clover Chips	67	91.78 %
Absolute Drinking Water	60	82.19 %
IPhone	21	28.77 %
Cherry Mobile	20	27.40 %
Pic-A Chips	5	6.85 %
Nature’s Spring Drinking Water	3	4.11 %
Jansport Bag	0	00.00 %

In the film, the prominently placed products are the Clover chips, Cherry Mobile, and Absolute drinking water, while the subtly placed products are Pic-A, IPhone, Nature’s Spring drinking water, and Jansport bag. Table 1 shows that almost all the placed products in the film aside from Jansport bag have been recalled by the viewers. From the table, it can be concluded that prominent brand placements lead to better brand recall than the subtle brand placements.

The researcher claimed that the viewers can recall mostly the prominent brand placements because the brands were shown for a longer period of time and they were used by the main characters in the film and not just as background props. On

the other hand, the subtly placed products are not recalled by most of the viewers because the brand names or brand logos were not clearly exposed in the placement scene. The camera angle, plot connection and length of exposure were factors that significantly affected how the viewers recognized and recalled the brand placements in the film.

Table 2. Spontaneous brand recall of participants on brand placements.

	1 SD	2 D	3 N	4 A	5 SA	Mean	Verbal Int.
1. I am more likely to remember a brand placed in movies than placed in commercial formats	F 6 8.22%	4 5.48%	34 46.58%	24 32.88%	5 6.58%	3.24	Neutral
2. I can remember what was done with the product or where the product was located in the film	F 5 6.58%	0 00.00%	21 28.77%	31 42.47%	16 21.92%	3.72	High
3. I can recall at least one brand placement in the movie I watched minutes ago.	F 3 4.11%	2 2.74%	7 9.59%	36 49.32%	25 34.25%	4.08	High

**Table 2.** Continuation

		1 SD	2 D	3 N	4 A	5 SA	Mean	Verbal Int.
4. It's likely that I will remember the product / brand placement(s) a few weeks after I have seen the placements.	F	4	7	25	26	11		
	P	5.48%	9.59%	34.25%	35.62%	15.07%	3.45	Neutral
5. When a character that I like uses the product in a movie, I am more likely to remember the product.	F	2	2	18	25	26		
	P	2.74%	2.74%	24.66%	34.25%	35.62%	3.97	High
6. When I see that/those brand (s) at a store or supermarket, I would think of that placement scene in the film.	F	3	7	23	30	10		
	P	4.11%	9.59%	31.51%	41.10%	13.70%	3.50	High
Weighted Mean for Spontaneous Brand Recall: 3.66 Verbal Interpretation: High								

Table 2 shows the outcomes on the test regarding the viewers' *spontaneous brand recall*. The mean for the first item indicates that brand placement in films has no significant advantage over commercial formats when it comes to viewers' brand recall.

The mean for the second item is 3.72 interpreted as *high*. It further means that college-aged viewers can recall not only the placed products but also the scenes and settings in which those products are placed in the film.

The mean for the third item is 4.08 interpreted as *high*. It indicates that college-aged viewers can recall at least one brand placement in a film. This result is backed up by the results in Table 2 in which viewers were able to recall the brand placement scenes in the film.

The mean for the fourth item is 3.45 interpreted as *neutral*. This indicates that there is no assurance as to whether college-aged viewers can still be able to recall the product placements in the film a few weeks after they have seen it or not. This result needs further investigation since due to time constraint, the viewers' brand recall few weeks later after they watched the film has not been observed.

The fifth item has a mean of 3.97 interpreted as *high*. This indicates that star liking has a significant effect on the viewers' ability to recall the products being placed in the film. This result is backed up by "evaluative conditioning theory" which was one of the theoretical frameworks of this study. The said theory says that when a brand is paired with a positive stimulus (e.g.: attractive character, good scene or good story), there will be a positive shift on brand attitude. Although the short film "The Other One (Or So We Thought) did not use real actors in the industry, the main characters, especially Ms. Mary Joy Pareña, are perceived positively by the viewers.

The sixth item has a mean of 3.50 interpreted as *high*. This indicates that there's a high possibility that the viewers can recall the brand placement scenes in a film if ever they see the placed brands in a supermarket or store, although it could not be



proven since the viewers’ behaviours after the film viewing have not been observed in this study.

In totality, the weighted mean for the *spontaneous brand recall* variable is 3.66 which can be interpreted as *high*. This result indicates that brand placement in films has a significant effect on the college-aged viewers’ spontaneous brand recall.

The researcher believed that better brand recall can be achieved if a product is prominently placed, rather than subtly placed, in a film because prominent brand placements are given more exposure, good camera angles, and includes the product usage of a prominent character in the film. The *spontaneous brand recall* of college-aged viewers at Baliuag University turned out to be high because the film was short. If they watched a film for two hours, the results may not be the same.

Table 3. Consumers’ intention to purchase based on brand placement in films

		1 SD	2 D	3 N	4 A	5 SA	Mean	Verbal Int.
7.	I am more likely to look for the brand that appeared in the film after seeing the brand placement.	F 3 P 4.11%	8 10.96%	42 57.53%	19 26.03%	1 1.37%	3.09	Neutral
8.	I will search for information about the brand(s) after seeing them in the film.	F 7 P 9.59%	22 30.14%	27 36.99%	16 21.92%	1 1.37%	2.75	Neutral
9.	I want to use a brand that was used by an attractive character in the film.	F 5 P 6.85%	13 17.81%	26 35.62%	26 35.62%	3 4.11%	3.12	Neutral
10.	I will prefer the brand(s) that appeared in the film as my choice in the future.	F 5 P 6.85%	19 26.03%	29 39.73%	17 23.29%	3 4.11%	2.91	Neutral
11.	I will try the brand(s) that appeared in the film because they are shown as effective brands.	F 7 P 9.59%	13 17.81%	32 43.84%	19 26.04%	2 2.74%	2.94	Neutral
Weighted Mean for Brand Reference: 2.96 Verbal Interpretation: Neutral								

Table 3 shows the test outcomes on the fourth variable in the questionnaire, the *brand preference* of the viewers. For the first item under this category (21st question), the mean is 3.09 interpreted as *neutral*. This further means that the college-aged viewers were not sure whether they would look for the brands that appeared in the film they have watched even after seeing the brand placements. It is possible that they may not be able to recall the placed products hours, days, or weeks later. It can also be due to the fact that they don't usually consume those kind of products. For example, even if a viewer recalls seeing Pic-A chips in a film, he would not look for it later on if he does not eat junk foods.

The mean for the second item (22nd question) is 2.75 interpreted as *neutral*. This level of neutrality indicates that these college-aged viewers might or might not search for information about the brands they have seen in the film. Furthermore, it means that placing brands in films does not automatically guarantee that viewers would actually search for information about those brands.

The third item (23rd question) has a mean of 3.12 interpreted as *neutral*. It means that having an attractive character use a certain brand in a film does not guarantee that viewers would use that brand after seeing the brand placement. This may depend on their levels of star-liking. If the viewer is an avid fan of the actor or actress, then he may want to use the product that his idol was using in the film. But if a viewer merely thinks that the actor or actress in the film is attractive, it may not really be a factor for that viewer's brand preference.

The fourth item (24<sup>th</sup> question) has a mean of 2.91 interpreted as *neutral*. This means that even though most college-aged viewers were already familiar with the placed brands, can recall the brands that appeared in the film and accept the existence of brand placements in the film, a great percentage of these viewers were still not sure whether they would prefer those brands in the future or not.

For the fifth and last item under the *brand preference* category, the 73 respondents were asked if they would try the

brands that appeared in the film because those brands were shown as effective brands. The percentage of those who were on the neutral side was much higher than the percentages of those who agreed and those who disagreed. The mean for this item is 2.94 interpreted as *neutral*. This means that most college-aged film viewers were either undecided whether they would try using the brands that appeared in the film or not, or they were hesitant to say that the brands were shown as effective brands in the film. It depends on how the brand was placed in the movie or how a character used it in the movie.

In totality, the weighted mean for the *brand preference* variable is 2.96. This value can be interpreted as *neutral*. It indicates that brand placement films have no significant effect on the brand preference of the college-aged respondents.

**Table 4.** Customers' intentions to purchase.

		1 SD	2 D	3 N	4 A	5 SA	Mean	Verbal Int.
12. I would purchase the brand(s) I have seen in the film.	F	3	15	35	18	2	3.01	Neutral
	P	4.11%	20.55%	47.95%	24.66%	2.74%		
13. Brand placements in movies make me want to buy the products being shown.	F	4	15	28	23	3	3.08	Neutral
	P	5.48%	20.55%	38.36%	31.51%	4.11%		
14. I will start using these brand(s) after seeing it in the film even though I haven't tried it before.	F	3	20	35	11	4	2.90	Neutral
	P	4.11%	27.40%	47.95%	15.07%	5.48%		
15. I will buy only the brand(s) that the film stars were shown using or holding in the film.	F	6	28	21	16	2	2.72	Neutral
	P	8.22%	38.36%	28.77%	21.92%	2.74%		
16. I would like to buy the brands that appeared longer in length or more frequently in the film.	F	5	19	31	15	3	2.89	Neutral
	P	6.85%	26.03%	42.47%	20.55%	4.11%		
Weighted Mean for Intentions to Purchase: 2.92 Verbal Interpretation: Neutral								

Table 4 shows the results on the test on the *intentions to purchase* variable. In the survey instrument, this category consists of five items. For the first item under this category (26th item in the questionnaire), the respondents were asked if they would purchase the brand(s) that they have seen in the film. This item has a mean of 3.01 interpreted as *neutral*. It means that there is no guarantee that college-aged viewers would actually purchase the brands they have seen in the film later on. It may still depend on factors like their brand recall days or weeks later, star liking, effectiveness of the brand, and their brand preference. Viewers may not want to purchase a product they have no experience of using before just because they have seen it in a movie or just because it is shown as an effective brand in a film. Consumers nowadays, with the soaring prices of goods and services, would like to buy products that they know are really effective.

The second item (27th question) was all about the viewers' thoughts if they agree, disagree or if they have neutral feelings with the idea that brand placement in films made them want to buy the product being shown. The mean for this item is 3.08 interpreted as *neutral*. It only means that product placement in films does not necessarily make people, especially college-aged consumers, want to buy the products being placed.

For the third item (28th question), the respondents were asked if they would start using the brands after it seeing it in the film even though they have not tried it before. This item has a mean of 2.90 interpreted as *neutral*. It further means that the chances of the college-aged respondents to really start using the brands that appeared in the film even without having tried those brands before is in the mid-level. There is no assurance as to whether the sales of a certain product would actually go high after the brand appeared in a film and viewed by college-age viewers.

For the fourth item in this category (29th question), star-liking and prominence were the factors being observed. The mean for this item is 2.72 interpreted as *neutral*. This means that high levels of star-liking and the prominence of the brand

placements do not guarantee high purchase intentions of college-aged respondents. For the researcher, this result may be due to the possibility that the viewers already have a trusted brand that they always buy and that they may not want to change it no matter how much they like the actor or actress of a film in which the competing brands of his trusted brands are shown.

For the fifth and last item under the *intentions to purchase* category, also the 30th question in the survey instrument, the respondents were asked if they would like to buy the brands that appeared longer in length or more frequently in the film. This item has a mean of 2.89 interpreted as *neutral*.

This is an indication that the Mere Exposure Theory, which states that the more exposure a person has to a stimulus, the more he will tend to like it, is only applicable to some college-aged film viewers because other viewers do not mind the frequency or length of exposure of the brand placement in films when they purchase products.

In totality, the weighted mean for the *intentions to purchase* variable is 2.92. This value is interpreted as *neutral*. It indicates that brand placement in films has no significant effect on purchase intentions of the college-aged viewers in Baliuag University.

## Conclusions

Based on the findings of the study, it can be concluded that the level of acceptability of college-aged viewers at Baliuag University towards brand placement in films is neutral or in the mid-level.

Second, the prominence of brand placement in film has a significant effect on brand recall of college-aged viewers in Baliuag University. This is because prominently placed products in the short film such as the Clover chips, Absolute drinking water, and Cherry Mobile, are better recalled by the viewers than the subtly placed products such as Pic-A chips, Nature Spring drinking water, Iphone, and Jansport bag. Though more than the prominence of the brand placements, there are

still some factors that were considered such as star-liking, brand placement acceptance and brand familiarity.

Lastly, brand placement in films has no significant effect on the purchase intentions of these college-age viewers in Baliuag University. This conclusion is due to the fact that even though these viewers accept the existence of brand placement in films and can recall the placed products, they are still not sure whether they will really buy those products after seeing it in the film. The length of exposure of the brands in film as well the way those brands were shown (e.g.: background props or used mainly by attractive characters in the film) have no direct impact on the purchase intentions of the respondents.

## Recommendations

From the results of this study, the researcher recommends for future researchers to conduct studies of the same topic in different locations, using a sample size that is a more representative of the whole population, through a different research design or approach. Future studies may also find out about the effects of brand placement on other aspects aside from brand recall and purchase intention. Future studies may also solely focus on the effects of brand placement on purchase intentions since studies about brand recall are numerous enough. It is also suggested to use questionnaires which do not have a neutral option because the respondents tend to choose this option more without much consideration of other options.

The researcher also suggests that marketing experts use this brand placement strategy to its full potential with much consideration to factors like the film stars who will be using the brands in the film, the length or frequency of the brand placements, the scenes in the film in which the brands will be shown, and the level of acceptance of their target viewers towards the existence of brand placements in films.

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