

The Impact of Brand Placement Acceptance on Consumer Purchasing Intentions: A Case Study on Perak's State Working Adults

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Abstract: Large businesses utilise brand placement in movies as a marketing tactic to covertly advertise their brands, goods, and services throughout the globe. Since movies are aired all around the globe, they are a popular option for brand placement. When it comes to advertising brands, goods, and services to various target segments throughout the globe, particularly in continents like America and Europe, brand placement in movies has been stated to be one of the most effective marketing methods for businesses and corporate organisations. Despite the fact that brand placement has been successful, there is very little proof or justification to support the claim that brand placements in movies have been effective in influencing the purchasing intentions of the high-demanding adolescent market. As a result, this research takes the liberty of exploring how brand positioning, integration, and memory relate to customer purchase intention. It is a quantitative investigation. A questionnaire based on a Likert measurement scale of five that was built from prior research served as the data gathering tool. Thereafter, questionnaires were dispersed at random to the chosen respondents from all around the state of Perak. Using IBM SPSS version 24, the reliability test was conducted and the data collected were examined. Working adults from the state of Perak were the research's target respondents. Acceptance of ad placement, brand integration, and brand memory are proven to be significantly correlated with customer purchase intentions.

Keywords: brand placement acceptance, brand recall, consumer purchase intentions, brand preference, brand placement.

1. Introduction

Brand placement constitutes one of the most popular forms of advertising that businesses may employ to promote their goods and services by including them in television shows, commercials, and other media or television programmes to draw in viewers. Brand placement also happens when a company's name briefly appears in a film or television programme (Liew & Lim, 2014). In addition, celebrities are often employed to promote the products that are being sold.

Three categories may be used to categorise brand placement. The first is a visual connection, which is a passive placement where the company's name and emblem are briefly seen in the movie. (Dudovskiy, 2012). The second kind of placement is

spoken mentions of the brand or brands in dialogue inside the actual film. When an on-screen person interacts with, handles, or interacts with a product, service, or company, this is known as use placement. A use placement often includes a verbal and visual component when the brand is discussed in the film (Palkova, 2010).

While there are several other forms of advertising that businesses may use to market their brands, brand placement is still the most effective strategy. Yao and Huang (2017) found that brand placement is linked to a pleasant attitude and greater brand recall. Nielsen Media Research claims that brand placement in television programmes may increase brand memory by 20% (Williams, Petrosky, Hernandez & Page, 2011).

Businesses now must cope with not just local rivalry but also, to some degree, worldwide competition, particularly competition from nations that have a greater cost advantage, as a result of trade liberalisation and globalisation. Due to globalisation, corporate environments are becoming very competitive.

Making ensuring that their brands take up a sizeable portion of the market share via brand or brand placement is one of the ways firms may remain successful. Spending on brand placement in Hollywood films was \$8.25 billion in 2012, 10.5 billion in 2014, and is anticipated to reach 15.26 billion in 2019.

Moreover, Nathanson (nd) notes that television advertising has grown significantly, going from 63.8 billion dollars in 2012 to 81.6 billion dollars in 2017.

Brand placement, particularly in Hollywood films, is getting more and more popular as firms continue to spend more in it due to its potential reach. In contrast to conventional media and advertising, marketers prefer to advertise their products via movies since they may reach a far larger audience. According to research by Annicelli (2017), regional and national newspaper advertising expenditure is predicted to decline by 7.9% and 8.6%, magazine advertising sales will slacken by 5.1%, and direct mail advertising will see a 7.8% decline. Brand placement is important since it may influence a consumer's

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decision to buy a certain brand. The likelihood that a consumer will make a purchase increases when a brand may obliquely appear in a movie rather than sticking out in a noticeable manner (Nagar, 2016).

Hollywood films have emerged as one of the most popular forms of entertainment for young people in Malaysia.

According to the National Film Development Corporation Malaysia, Hollywood films brought in revenue of RM 707 million (2018), RM 737.06 million (2019), RM 64 million (2020) and RM 83.21 million (2021). This demonstrates how popular Hollywood films are among Malaysians nowadays. The effectiveness of brand placement in Hollywood films in influencing customer intention to purchase in markets other than America and Europe, and notably the purchasing behaviour of young consumers, has received relatively little empirical or empirical study. While companies have invested a lot of money on brand placement in movies, its efficiency in influencing consumers' purchasing intentions is unknown.

Thus, it is necessary to investigate if brand placement in films is well received by audiences and whether it affects consumers' purchase intentions in Malaysia. This research will also assist in determining if youngsters in Malaysia are significantly impacted by brand placement acceptability. Whenever a brand is referenced, it's critical to determine if the customer can accurately identify the brands in question.

This research is being conducted to find out whether brand placement in movies may affect young people's buying intentions in Malaysia. This research also seeks to ascertain the benefits of brand placement in movies and if there is a link between brand placement in movies and young purchasing intentions in Malaysia.

As studies have demonstrated that brand placement is an effective technique to capture the audience's attention, this research will also be able to shed light on the efficacy of brand placement as an avenue of advertising and contribute to the existing body of knowledge (Chen and Leu, 2011). Businesses must have a baseline to gauge the efficiency of brand placement since it may be an extremely costly investment for them. Having this benchmark will help them make better judgements about their advertising and marketing budgets.

Effective resource management is now one of the most important factors for business organisations all over the world to succeed in a highly competitive market.

Several organisations with limited resources have been compelled by competition from bigger organisations to focus primarily on activities with greater success rates and returns on investment. This study will give significant insight into brand placement and the possible benefits it may bring to businesses that have previously engaged in brand placement initiatives.

Another target market that many companies are focusing on is young or younger customers. These markets are being courted with significant financial investments in an effort to expand their client bases. This target demographic is an important one for movies and spends a lot of money on them (Chan, Lowe & Petrovici, 2015).

As a result, this target market is frequently exposed indirectly to brand placement, and this research will contribute to the data

collection on how brand placement in movies might influence young consumers' purchase intentions.

2. Literature review

Brand placement in movies has always been done on a large scale and is very prevalent because of its ubiquitous nature. According to Lee, Sung, and Choi (2011), strategic product placement in motion pictures can be an efficient worldwide marketing technique. This is because movies are consistently created and distributed to viewers in different parts of the world. Furthermore, it is also utilised by many firms to further promote their products by showcasing a brand or brands, or both, in movie sequences. This type of marketing is used by a large number of brands. The more movies an audience watches, the greater the likelihood that they will be exposed to many instances of branded placements. This is because the amount of product placements in movies has grown steadily over the years (Gregorio & Sung, 2010).

According to Barnhardt et al. (2016), "brand placement acceptability" refers to the degree to which an audience remembers the brand in question and their positive view of it. This, in turn, typically influences the consumer's desire to purchase the brand in question. According to Maneva and Brennan (2016), previous research has demonstrated that acceptance of brand placement has an influence on consumers' intentions to make a purchase, in addition to their own findings supporting this fact.

As a result of the numerous divergent opinions regarding the efficiency of brand placement, it is possible that, at some point in the future, consumers will begin to question whether or not the subliminal message conveyed by brand placement has any impact on their intention to make purchases. Nonetheless, due to a number of different factors, the subliminal message of brand placement will be successful (Verwijmeren et al, 2011).

According to Mart-Parreo et al. (2017), users of video games developed a purchasing intention towards the brands that were placed in their preferred video games after spending a significant amount of time focusing on the games in which the brand had a greater visibility than it did in traditional media. Brand placement has also been used in video games, which can be beneficial as their audiences spent a significant amount of time focusing on the games, where the brand had a greater visibility than it did in traditional media. According to Buijzen, Reijmersdal, and Owen (2010), the fact that brand placement in video games includes characteristics of repetition and familiarity makes it probable that consumers will remember the brand itself.

Research Framework:

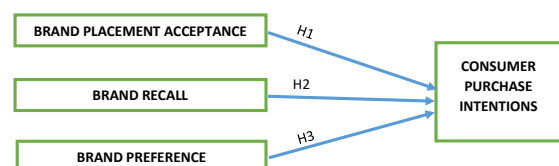


Fig. 1. Research framework for the study

Brand placement acceptance and consumer purchase intentions:

According to Barnhardt *et al.* (2016), the acceptance of brand placement is related to how the audience remembers the brand and their favourable perception of it. This favourable view of the brand is what often drives consumer intention to purchase behaviour towards the brand. According to Maneva and Brennan (2016), previous research has proven that customers' intents to buy are affected by approval of brand placement, which is in addition to the findings that they themselves have discovered.

It is possible that, as time passes, the influence of the subliminal message of brand placement on the influence of customer intention to purchase may come into doubt. This is because there are numerous viewpoints concerning the effectiveness of brand placement. But, the effectiveness of the subliminal message conveyed by brand placement can be guaranteed by a few things (Verwijmeren *et al.*, 2011).

In addition, there is the use of product placement in video games, which is beneficial because players spend more time playing these games than they do viewing traditional media, which helps gamers to develop a purchasing mentality towards the companies that are featured in their favourite games (Mart-Parreo *et al.*, 2017). As familiarity and repetition are two of the most important aspects of successful brand placement in video games, players are more likely to be encouraged to remember the brand itself (Buijzen, Reijmersdal, & Owen, 2010). The following hypothesis was derived from the literature above:

H1: Brand Placement acceptance has a significant impact on consumer purchase intentions

Brand Recall and consumer purchase intentions:

"Brand recall" refers to the ability of consumers to mentally conjure up a specific brand name of a product that falls into the same category as other products. This ability is a key component of what is known as "brand recall." To put it another way, consumers should have the ability to correctly identify the brand when they are shown a category of brands or be able to recall the particular brand when the category of brands is discussed. When compared to needing to retrieve it from memory, being able to identify a brand is almost always a significantly less difficult task.

D'Astous and Chartier (2000) state that the phenomenon of brand recall occurs when the brand placement is done in the suitable spot. When the brand is displayed in the correct location on the screen, there is a greater chance that the audience will remember the brand. This helps to enhance the chances that the audience will remember the brand. According to research that was conducted by Bamini *et al.* (2012), the length of time that a brand is displayed to customers significantly influences the likelihood that customers would remember the brand. A longer period of brand placement in movies is more advantageous since repetition enables customers to recognise the particulars of the brand in their memories. This can be done more effectively when the duration of the brand placement is greater. This is something that can only be achieved with a longer time frame.

When a brand is prominently displayed in a certain location

and the actor talks about the brand, it is much simpler to remember the brand. To put it another way, customers are more likely to recall brands and companies that are more actively involved in the motion picture industry (Pokrywczynski, 2005). The following hypothesis was derived from the literature above:

H2: Brand recall has a significant impact on consumer purchase intentions

Brand preference and consumer purchase intentions:

The behaviour pattern of a consumer, which may be seen as a reflection of their preference for one brand over another, can be utilised to determine the degree to which they prefer one brand over another. This can be done by looking at the consumer's buying history. A customer is considered to have a preference for a brand when the products or services supplied by that brand have a higher likelihood of convincing that customer to make a purchase of those items or services. Product placement encourages consumers to make purchases in a variety of different ways, one of which is the increasing connection that modern consumers have established between themselves and the cinema as an essential component of their social lives in the twenty-first century. When it comes to product placement in movies, for example, things branded with Apple's name tend to rank among the highest. The corporation does not pay for product placement, despite the fact that many of its items are featured in prominent advertisements and receive a large amount of screen time. As a direct consequence of this, the effects of their products are likely to be felt virtually everywhere on the planet.

Product placement places an emphasis on awareness and has the potential to significantly alter a customer's propensity to buy a certain brand (Williams, n.d.). A consumer's choice may be influenced by a variety of different factors, including the reputation and quality of a product, in addition to the product's features, price, and other characteristics. According to Hsee *et al.* (2009), there are two distinct types of brand preferences that can be differentiated from one another. These are revealed preferences of choice, which represent hedonistic behavioural responses to the brand, and liking preferences. Both of these types of preferences can be distinguished from one another. These two flavours are distinct from one another in their individual ways. The following hypothesis was derived from the literature above:

H3: Brand preference has a significant impact on consumer purchase intentions

3. Methodology

Researchers are able to deduce and evaluate the quality of the data that were received through the research methodology by looking at the research design, which acts as the basic basis for how research may work (Francisco, Butterfoss, & Capwell, 2001).

The numerous inquiry kinds that fall under quantitative, qualitative, and mixed methodologies are included in the research design. These inquiry types help lead the study in the right path by offering the research with both its direction and its methodology (Creswell, 2014). After taking into consideration

the malleability of both the independent variables (IV) and the dependent variable (DV), our major research framework is a quantitative research methodology, and our primary research instrument is a survey questionnaire.

A. Sampling

The sampling method that will be used is going to be simple random sampling, and the data that is going to be obtained from the sample will be done so using this method. The method of sampling selection known as simple random sampling is the one that is used the most frequently and is also the one that is easiest to understand (Frerichs, 2008). A sampling method known as simple random sampling is used when there are N people in the population and every individual has an equal probability of being selected (Fricker, 2013).

Taking use of this sampling technique will make it possible for us to carry out research in a more simpler manner. This is due to the fact that a simple random sample method is a sampling method that is very simple to put into action.

It is considerably simpler to approach the sample as a whole when utilising a plain random sampling method, which is another advantage of using such a method. The method requires very little prior knowledge of the population to be utilised. Simple random sampling entails selecting an appropriate number of sample units from the entirety of the population in a way that is completely at random. With a simple sampling procedure, there are two ways to draw a sample: the first is with replacement, and the second is without replacement (Frerichs, 2008). In the course of our research, we planned to use the methodology known as drawing without replacement, which stipulated that no participant could give their response more than once. By doing this, we can ensure that the information we get will not conflict with one another and cause misunderstanding.

B. Target Segment

The working adult consumer segment in the state of Perak, which is located within the geographical study area, will serve as the primary focus of the data collection for this particular study. In order to collect responses from residents of the state of Perak who are employed full-time and have a passion for going to the movies, questionnaires will be sent to an audience of around 300.

Utilizing the information obtained from the G-Power sample calculator, each of the state of Perak's 12 districts will have their marketing efforts directed on working adult consumers. A sizeable number of multiplex cinemas and theatre complexes may be found in the state of Perak. The state's population includes a significant number of working adults.

C. Data Analysis

In this article, we propose to evaluate the relationship between the variables making use of inferential statistics such as correlation and regression. The technique of an existing questionnaire will be used as a foundation for the development and construction of a new questionnaire. According to Keyton (2015), in order for any obtained variables to be regarded as credible, their Cronbach's alpha values must be at least 0.70. When the data have been gathered through the use of the questionnaire, the validity of this study will be examined by the application of SPSS version 24. The SPSS Cronbach's alpha reliability test is going to be utilised in order to determine the research instrument's level of dependability. We are able to construct graphs and charts, as well as inferential statistics, tabular reports, and complex statistical analyses, with the assistance of SPSS. This software can read data from a wide variety of files. SPSS is able to manage large data sets, and it is also able to produce all of the analyses that are covered in the article (Harri. D, 2012).

Inferential analysis is a method that can be utilised as a tool to describe what has taken place in the sample by making use of numerical data and statistical information. Inferential analysis allows one to investigate the relationship that may exist between two variables that are considered independent of one another. Researchers in the field of social science employ a wide range of methodologies, such as logistic regression studies, analysis of variance, analysis of correlation, analysis of survival data, structural equation modelling, and others, in order to investigate the nature of the connection that exists between the independent and dependent variables (Crossman, 2017).

4. Findings

Researchers will examine and analyse the findings of our inquiry in the section that follows. A total of three hundred sets of the questionnaires we had produced were given out. The data was analysed and interpreted using the Statistical Package for the Social Sciences (SPSS) programme as an analytical tool to suit with the problem that we are researching.

The data shown in the table above provide insight into the age range of respondents who took part in the study. The biggest group of respondents, comprising 30.7% of the total respondents and consisting of working people between the ages of 39 and 48, participated in the poll. These respondents' ages ranged from 39 to 48. The respondents who were working adults aged 59 and older made up the smallest group of those who took part in this research, accounting for just 17% of the total number of respondents.

Table 1
Respondent by age group

Age group	Frequency	Percentage	Valid percentage	Cumulative percentage
18-28	37	12.3	12.3	12.3
29-38	33	11	11	11
39-48	92	30.7	30.7	30.7
49-58	87	29	29	29
59 and above	51	17	17	17
Total	300	100	100	100

According to the findings, there were a total of 300 people who responded to the survey, with men accounting for 41%(123) of the total. The overall percentages of female respondents are higher than those of male respondents, who make up 59%(177) of the total 300 respondents. In contrast, the percentages of male respondents are lower than those of female respondents.

There are 161 persons out of a total of 300 who fall into the category of seeing movies twice every month, which accounts for 53.66% of the responses in this table. The percentage of persons who see a movie at least once every month is 25%, with a total of 75 individuals falling into this category. Then comes a group of 60 respondents who make up 20% of the overall proportion of people who watch movies on a weekly basis, and then there are just 4 respondents who make up 1.34% of the group who do not watch movies.

There were 300 responders in all, and 16.34% (49)of the audience as a whole had seen love story movies, according to the information shown in the table above. All of the action movies on the list below have 101 people choosing the option, or 33.66% of the total, and they are all action flicks. The number of respondents who watched fiction movies at this period is 45, which represents 15% of the total, while the number of respondents who watched comedies is 105, or 35% of the total.

A. Regression Analysis Results

Regression analysis, according to Sykes (1993), is a mathematical technique that may be used to examine correlations between dependent and independent variables. The book "Regression Analysis" contains information on this

technique. One method to achieve this is to look at the relationships between the two separate data sets. This tool may be used by researchers to identify the factors that might have contributed to the development of one variable's effect on another variable. Finding the variables that could have contributed to the development of the effect can help with this. The main method of data collection used throughout this inquiry will be the linear regression analysis methodology.

Table 5 of the study displays the correlation that was identified between the dependant variable that was being studied and the other three variables that were being studied independently. Given that it is greater than 0.7, the value of R in the table is 0.953, which indicates that there is a high level of correlation because it is greater than 0.7. In addition, the value of the R square that is derived from the model summary is employed in order to arrive at an estimate of the proportion of the variation in the dependant variable that can be attributed to the interaction of the independent variables. According to the data presented in the table, the interaction between the three independent factors and the dependant variable will have an impact of 85.7% and a R square value of 0.857. Because of this, we are able to reach the conclusion that the independent characteristics that were investigated in this study have a considerable impact on the willingness of customers to make purchases online. Nevertheless, the remaining 14.3% (100% - 85.7%) may indicate additional qualities that are not taken into consideration as independent variables in this study to investigate the customers' intentions to make purchases. The purpose of this study is to determine whether or not consumers intend to make purchases.

Table 2
Respondents by gender

	Frequency	Percentage	Valid percentage	Cumulative percentage
Male	123	41	41	41
Female	177	59	59	59
Total	300	100	100	100

Table 3
Movie watching frequency

	Frequency	Percentage	Valid percentage	Cumulative percentage
Once a month	75	25	25	25
Twice a month	161	53.66	53.66	53.66
Weekly	60	20	20	20
None	4	1.34	1.34	1.34
Total	300	100	100	100

Table 4
Genre of movies

	Frequency	Percentage	Valid percentage	Cumulative percentage
Action	101	33.66	33.66	33.66
Love Story	49	16.34	16.34	16.34
Fiction	45	15	15	15
Comedy	105	35	35	35
Total	300	100	100	100

Table 5
Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimation
1	.953 ^a	.857	.856	1.13407

a. Predictors: (Constants), Brand Placement Acceptance, Brand preference, Brand Recall, Consumer purchase intentions (Source: Developed from this research)

Table 6
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3521.710	4	716.453	513.370	<.001 ^b
	Residual	535.673	370	1.302		
	Total	4057.383	374			

a. Dependent Variable: Consumer's Purchase Intention

b. Predictors: (Constant), Brand Preference, Brand Recall, Brand Placement Acceptance (Source: Developed from research)

Table 7
Pearson correlation coefficient analysis

		Customer's Purchase Intention	Brand Recall	Brand Placement Acceptance	Brand Preference
Customer's Purchase Intention	Pearson Correlation	1	.573**	.783**	.872**
	Sig. (2-tailed)		<.001	<.001	<.001
Brand Recall	Pearson Correlation	.573**	1	.317**	.432**
	Sig. (2-tailed)	<.001		<.001	<.001
Brand Placement Acceptance	Pearson Correlation	.783**	.317**	1	.347**
	Sig. (2-tailed)	<.001	<.001		<.001
Brand Preference	Pearson Correlation	.872**	.432**	.317**	1
	Sig. (2-tailed)	<.001	<.001	<.001	

** Correlation is significant at the 0.01 level (2-tailed) (Source: Developed from this research)

The findings of the analysis of variance (ANOVA) test indicate that the linear regression model that was utilised in this investigation gave results that were statistically significant. When expressed in decimal form, the F-value of 518.230 and the p-value of 0.05 both equal 0.001; hence, the conclusion may be considered valid. These findings demonstrated that the overall significance of the linear regression model was statistically significant for the investigation of brand preference, brand recall, brand placement acceptance, and consumer purchase intention, where at least one independent variable possesses the potential to influence a customer's intention to make an online purchase. This was demonstrated by the fact that the model was statistically significant for the investigation of brand preference, brand recall, brand placement acceptance, and consumer purchase intention.

B. Findings of Correlation Test

According to Table 7, there are generally moderate and substantial correlations between the dependent variable and the independent variables, with r-values typically lying between 0.4 and 0.8. These correlations are noteworthy because they indicate a relationship between the two variables. The data shown in the table indicates that there is a moderate link between customer purchase intention and brand recall. This association is represented by a correlation coefficient of 0.573, which translates to a correlation strength of 57.3%. The data also demonstrates that there is a positive moderate relationship, with a coefficient of determination of 0.783, between the acceptability of brand placement and the customers' intentions to make a purchase. This link accounts for 78.3% of the total. The fact that the r-value is more than 0.7 suggests that there is a positively strong correlation between customers' purchase intentions and their preferred brand, which accounts for an extra 87.2% of the total. In general, a customer's affinity for a brand has a better correlation to that customer's intention to make a purchase than other independent characteristics, such as brand recall and acceptance of ad placement. Of all the independent factors, customers' memories of brands showed the weakest link with their intention to make an online purchase. This was

in contrast to all of the other factors.

5. Discussion

In the first experiment, we wanted to see whether there was a substantial link between brand placement acceptance (IV) and purchase intentions (DV). Specifically, we wanted to see if there was a connection between the two. The data showed that there was a significant connection between these two aspects of the situation. This indicates that customers' intentions to make purchases may be influenced by the positioning of brands in strategic locations. If companies performed brand placement efforts that were more realistic and successful, it would help them advertise their goods and services to the general public in a more covert manner. Because of this result, we may draw the conclusion that the location of a brand can have an effect on the consumer's intention to make a purchase.

The second test was designed to determine whether or not there is a significant correlation between the amount of time spent thinking about a brand (IV) and the amount of time spent intentions to make a purchase (DV). According to the findings of the study, there is a significant correlation between these parameters. Based on these findings, we can also reach the conclusion that consumer brand memory influences their desire to buy a certain brand or set of brands. According to the facts, we may deduce that consumer purchase intentions were influenced by brand placement, and that this led to customer recall of the brand.

The third test was designed to determine whether or not there was a substantial correlation between a person's preference for a brand (IV) and their intentions to make a purchase (DV). According to the study of the data, there is a significant connection between these two distinct aspects of the situation. It is possible for us to get to the conclusion that the length of time that a product or brand appears in a movie is crucial since it has an effect on the customers' intention of making a purchase. In order for marketers to determine when particular brands should have entered the movie industry and for how long, in-depth research needs to be conducted.

6. Conclusion

Based on the findings from this research, we can conclude that Brand placement is indeed still a relevant and important marketing tool that is effective when it comes to promoting and selling goods and services of various brands. The research also concluded that Brand placement acceptance, brand recall and brand preference are the important factors that influence the consumer purchase intentions of working adults from Perak state, Malaysia. These findings have contributed data pertaining to the consumers in Perak state that would benefit future marketers.

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