

## Measuring the Influence of Product Placements in Korean Dramas on the Act of Purchase of Filipino Audiences

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### ABSTRACT

Nowadays, product placements are becoming a prominent marketing strategy used primarily on films in other countries, such as in Korean dramas, but rarely or poorly done in the Philippines. This research aims to determine if the perceived influence of actors, product-story congruence, and the perceived influence of product function affects the Filipino audiences' act of purchase. The study consisted of 200 male and female audiences of Korean dramas, ages 18 to 34 years old and used simple random sampling. The validity and reliability of the survey were also tested, consisting of 30 respondents with an alpha value of 0.936. Regression analysis was utilized to analyze the strength of correlations between the independent and dependent variables. The results show that all of the three independent variables are significant to the dependent variable, which implies that it affects their act of purchase and brand awareness.

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### 1. Introduction

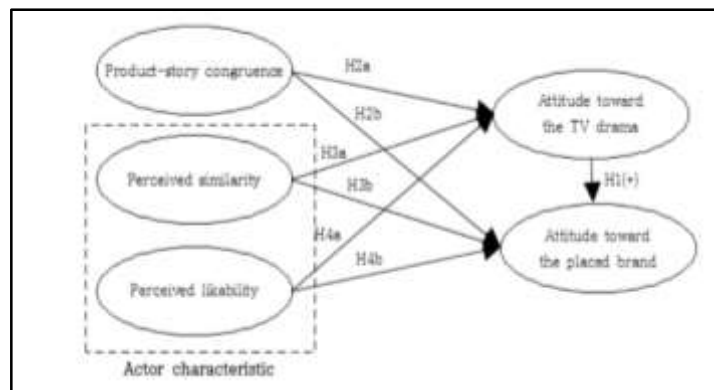
While product placement is an excellent tool for advertising products, some audiences prefer a subtle execution method rather than an obvious one as they find it bothersome. Product placement may also demonstrate the value of the product shown because it is incorporated into the Korean drama's plot. The popularity of the actors and how they can provide a positive image to the brand being endorsed are two of the most important elements that influence viewers' desire to buy. Moreover, the perceived influence of product function impacts the effectiveness of product placement on brand positioning (Perwitasari et al., 2020). The product-story congruence pertains to the integration of the placed product to the storyline or plot of the drama (Cheon et al., 2016). Filipinos are one of the audiences who are easily influenced by Korean drama product placements, especially when it comes to food and beauty products. Subway, Laneige, Jin Soju, Shin Ramyun, and Samsung are some of the very familiar brands to the Filipino audiences. While these products are well-known in South Korea, the actors who are endorsing them also play a significant role in Filipino audiences' purchasing behaviour. The level of influence of the actors does not only depend on how famous they are but also on the role they are portraying and the storyline of the film or movie. In the Philippines, product placements are either rare or poorly done. They are usually done in Filipino movies and teleseryes like *Kita Kita* (Sapporo Beer), *She's Dating the Gangster* (KFC & iWANTV), *Four Sisters, and a Wedding* (Rebisco biscuits), *Ang Probinsyano* (Nescafe coffee), and many more. Some Filipino audiences find the execution of product placements done by the local industry banal. There was minimal research conducted to study the effects of product placement in the Philippines. Therefore, of particular interest in this study is the influence of product placements in Korean dramas and how it is different from the product placement done in the Philippine media industry from the perspective of Filipino consumers.

### 2. Methodology

In order to understand the impact of product placements on the purchasing behaviour of Filipino audiences, the researchers used a quantitative method. The researchers' aim is to have an in-depth understanding of the factors that affect their act of purchase, such as the perceived influence of actors, product-story congruence, and the perceived influence of product function of the Filipino audiences. A pilot study was undertaken to assess the validity and reliability of the survey instrument by inviting 30 respondents to participate in the survey. Their responses were used for the validity and reliability assessment of the concept as raw data. After

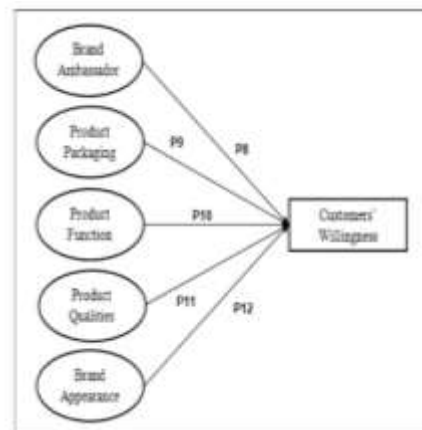
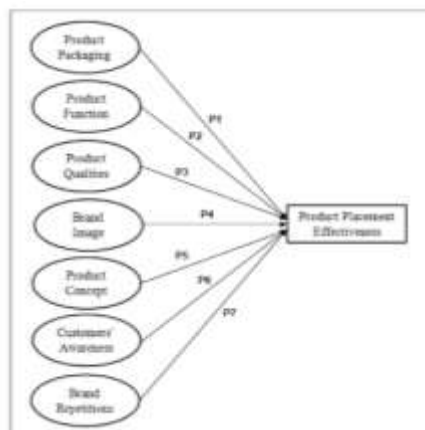
pilot testing the questionnaire, the researchers conducted an online survey with 200 Korean drama audiences. In addition, a descriptive cross-sectional design was employed to gather data from participants at a specific moment in time. A simple random sampling technique was utilized to gather data efficiently and effectively with the number of samples of 200 respondents based on the prior statistical power analysis using G Power with power = .95 (1 - β), effect size = .10, and α = .05. After a week of data collection, the researchers used frequency and percentage distributions as well as weighted mean to interpret the Likert-type questions. Multiple regression analysis was employed to examine the correlations between independent and dependent variables to anticipate the precise outcome. The purpose of the test is to determine if the product placement in Korean dramas influences the act of purchase of Filipino audiences.

The viewers' attitudes towards the brand were strongly influenced by the characters. H1: Consumer attitude toward the TV drama will positively influence attitude toward the placed brand. H2: Product-story congruence will positively influence (a) attitude toward the TV drama and (b) attitude toward the placed brand. H3: The perceived similarity will positively influence (a) attitude toward the TV drama and (b) attitude toward the placed brand. H4: The perceived likability will positively influence (a) attitude toward the TV drama and (b) attitude toward the placed brand (Cheon et al., 2016). The Hypothesized Model is presented in Fig. 1.



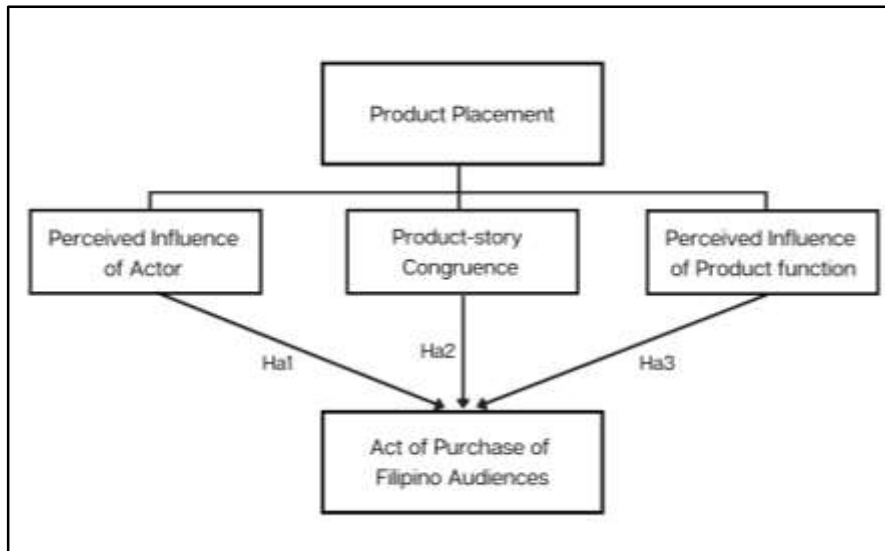
**Figure 1: Hypothesized Model**

The quality of a product being shown in the product placement helps increase customers' willingness to buy the products because the buyer expects excellent results when buying a product. Another important thing to do in product placement to increase customers' willingness to buy products is to perform screen tests to ensure the product's appearance looks natural and creates curiosity from viewers or customers' eyes (Perwitasari, 2020). The models are shown in Figures 2 and 3 explain each variable's relation to the effectiveness of product placement for brand positioning and how product placement encourages customers' willingness to buy products.



**Figure 2: Factors that make Product Placement an Effective Tool for Brand Positioning**  
**Figure 3: Factors that make Product Placement Increase Customers' Willingness to Buy Products**

The figures shown below are the dependent and independent variables in the study, which contains what the researchers expect to find out through the research. The act of purchase of Filipino audiences serves as the dependent variable, while the perceived influence of actor, product-story congruence, and the perceived influence of product function are the independent variables. The study will measure how the independent variables influence the act of purchase of Filipino audiences through product placement.



**Figure 4: Factors affecting the act of purchase of Filipino audiences**

This study aims to measure the influence of product placement in Korean dramas to know its effectiveness towards Filipino audiences. The research also aims to know if such a strategy would benefit Filipino local brands and the Philippine entertainment industry. In consideration of this, this research will seek to answer the following questions:

- RQ1: What are the general characteristics of the respondents' demographics?
- RQ2: How can the perceived influence of actors in Korean dramas affect the act of purchase of Filipino audiences?
- RQ3: How can the product-story congruence affect the act of purchase of Filipino audiences?
- RQ4: How can the perceived influence of product function affect the act of purchase of Filipino audiences?

**3. Results and Discussion**

As shown in Table 3.1, out of 200 respondents, fifty-eight (58) or 28.60% are 18-21 years old, while thirty-nine (39) or 19.20% are 30-34 years old. When it comes to gender, most of the respondents who answered the survey are female respondents, with 76.80%. When it comes to their location, it shows that eighty-three (83) or 40.90% of the respondents are from the National Capital Region, forty-eight (48) or 23.60% of the respondents are from Luzon, forty-two (42) or 20.70% of the respondents are from Visayas, and lastly, thirty (30) or 14.80% are from Mindanao.

**Table 1:** Demographic Profile of the Respondents (n=200)

Demographic	Criteria	Frequency	% of Total
Age	18-21	58	28.60 %
	22-25	56	27.60 %
	26-29	50	24.60 %
	30-34	39	19.20 %
Gender	Male	47	23.20 %
	Female	156	76.80 %
Location	NCR	83	40.90 %
	Luzon	48	23.60 %
	Visayas	42	20.70 %
	Mindanao	30	14.80 %

**Table 2:** Perceived Influence of Actors, Product-Story Congruence, Perceived Influence of Product Function

Indicator	Mean	S.D.	Verbal Interpretation
I observe how the product/s are being used in the Korean drama	3.42	0.736	Influential
I am more interested in buying if the product features are highlighted by the actors instead of its brand	2.90	0.917	Influential
I get interested with the placed product/s if the actor interacts with it	3.22	0.865	Influential
The actors give a positive image to the placed product/s in Korean drama	3.48	0.647	Influential
I can say that product placement in Korean dramas are executed well	3.50	0.706	Influential
<b>Perceived Influence of Actors</b>	<b>3.30</b>	<b>0.548</b>	<b>Influential</b>

I buy the product/s if my favourite actor is connected with it and with the plot of the story	2.68	0.970	Influential
I remember the brand of the placed product/s depending on how many times it was shown in the Korean drama	3.28	0.793	Influential
I purchase a product after seeing it in the Korean drama	2.25	0.960	Less Influential
<b>Product-Story Congruence</b>	<b>2.74</b>	<b>0.678</b>	<b>Influential</b>
I do not find product placements in Korean dramas irritating or bothersome	3.36	0.728	Influential
The presence of product placements in Korean drama makes the scenes more realistic	3.05	0.918	Influential
I consider buying the placed product/s in the Korean drama if I saw that they are effective or useful	3.20	0.779	Influential
I trust the brand of the product/s used in Korean dramas	3.09	0.715	Influential
<b>Perceived Influence of Product Function</b>	<b>3.18</b>	<b>0.565</b>	<b>Influential</b>
I will consider the brand that I saw in Korean drama the next time I will purchase a product	3.10	0.724	Influential
I tend to buy the product/s in Korean drama out of curiosity	2.70	0.991	Influential
I buy the exact same brand that I saw from the Korean drama	2.66	0.979	Influential
<b>Act of Purchase</b>	<b>2.82</b>	<b>0.756</b>	<b>Influential</b>

Table 2 illustrates the 3 variables on Measuring The Influence of Product Placements in Korean Dramas on the Act of Purchase of Filipino Audiences. Overall, the Perceived Influence of Actors is interpreted as Influential, with a general mean of 3.30 and a standard deviation of 0.548. The perceived influence of actors triggers the audiences' curiosity when it comes to the product/s that they are using. It was also discovered that the actors in Korean dramas give a positive image to the product that they are using, which affects the purchase intention of the audiences. Moreover, Product-Story Congruence is interpreted as Influential, with a general mean of 2.74 and a standard deviation of 0.678, while one indicator is Less Influential with a mean of 2.25 and a standard deviation of 0.960. This means that the subtle way of execution and the value of the product to the plot contributes to the purchase decision of the audiences instead of just showing it and not connecting the product in a particular scene or act on the Korean drama. The Perceived Influence of Product Function is interpreted as Influential, with a general mean of 3.18 and a standard deviation of 0.565. It has been found that the purchase intention of the Filipino audiences increases when the usefulness of the placed product/s are being shown in the drama. The Act of Purchase is interpreted as Influential, with a general mean of 2.82 and a standard deviation of 0.756. This implies that product placements are sufficiently effective to impact audiences' purchasing

behaviour and decisions since they are easily persuaded by the products shown in Korean dramas and consider and buy the exact same brand that they saw from the Korean drama they watched.

**Table 3:** Regression Results of the 3 variables on the Influence of product placements in Korean dramas on the act of purchase of Filipino audiences

Predictor	Estimate	SE	t	p	Interpretation
Intercept	-0.0799	0.2519	-0.317	0.751	
Perceived Influence of Actors	0.578	0.0838	5.234	< .001	Ha1 Accepted
Product Story Congruence Perceived	0.5963	0.065	9.168	< .001	Ha2 Accepted
Influence of Product Function	0.3672	0.0812	4.521	< .001	Ha3 Accepted

Regression Analysis was calculated by examining the variables - Perceived Influence of Actors, product story congruence, and product function. It implies that there is evidence to accept the alternative hypothesis (Ha1) that the perceived influence of actors has a significant effect on the act of purchase of Filipino audiences. Additionally, the alternative hypothesis (Ha2) is accepted, which states that the product-story congruence influences the act of purchase of Filipino audiences. With the perceived influence of product function, the alternative hypothesis (Ha3) is accepted, which states that it significantly influences the act of purchase of Filipino audiences. It proved that all three variables significantly affect the act of purchase of Filipino audiences, as illustrated in Table 3, having the same p-value of 0.001. This is an indication that product placements in Korean dramas are sufficiently effective to persuade Filipino audiences to purchase the featured product/s.

#### 4. Conclusion and Recommendations

The stated implications will greatly affect the Philippine entertainment industry if they adopt the techniques and strategies for product placement in Korean Dramas, as this will significantly impact Filipino consumers' act of purchase. Additionally, interviewees claimed that it would be effective as long as it is incorporated into the story in a distinctive way to attract and reach potential customers. Furthermore, interviewees agreed that utilizing product placements may be costly, but it is a great investment for brands because it is less cluttered than traditional TV ads and unskippable online ads. The results have shown that all three independent variables are significant to the dependent variable. It was found that the Perceived Influence of Actors, Product-story Congruence, and Perceived Influence of Product Function greatly influences the act of purchase of Filipino audiences.

As a result, the Perceived Influence of Actors is evaluated as significant, implying that actors play a significant role in the execution of product placement. The actors' projection also adds to the successful delivery of the brand's hidden messages, and when the actors highlight and accentuate the products' usefulness, the audience's intention to purchase increases. Also, it has been determined that the audiences will purchase the advertised placed product/s if they are closely related to the plot of the Korean drama. This indicates Product-story Congruence and the subtle execution and the significance of the product to the plot contribute to the act of purchase of the Filipino audiences, rather than simply showcasing it and without relating it to a specific moment or scene in the Korean drama. Additionally, the actors should be valued similarly to the product being featured, as this is a good opportunity for the brand to thrive based on the show's content. Moreover, the Perceived Influence of Product Function significantly affects the customer's willingness to purchase, proving that it substantially impacts the Filipino audience's act of purchase.

The product placements in Korean dramas were examined in this study to identify their influence on the act of purchase of Filipino audiences. In light of the conclusion of findings, the study, therefore, proceeds to recommend the following: To the advertisers and marketing managers as the Filipino audiences are found to be influenced by famous personalities with regard to their purchasing decision. They must take time to thoroughly review the show's storyline and values to make sure that the products endorsed are accurately aligned with them. It is also important for them to mainly highlight the function of a product rather than showing it for mere displays as it would look more realistic and relatable to the audiences, making the product placement more effective and useful. The researchers also suggest it to the Brands and Media Industry too. Different businesses in the Philippines, especially the Micro, Small and Medium Enterprises, could consider investing in product placements as this aids the Filipino

audiences when it comes to brand awareness. Furthermore, the researchers also recommend the media industry to further study how to execute product placements in a subtle manner as it is found to be effective in capturing the attention of the Filipino audiences and their purchasing intentions.

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