
| RESEARCH ARTICLE

Product Placement in Filipino Films: An approach to Consumer Purchasing Intention

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| ABSTRACT

Today, the majority of advertisements are digital, and the use of product placement is becoming an important tool for marketers. The use of this tool in the media, especially in films, is attractive to consumers and businesses. The consumer's behavior towards product placement in films is evident in most countries; however, studies on local films such as in the Philippines are still limited in the literature. Drawing from the cognitive capacity theory, this study aims to examine the effect of Product Placements in Filipino films on the consumer's purchasing intention. From the online survey of (N=384) respondents exposed to local films that were released from the years 2009 to 2019, results reveal that the study put forward a significant effect on consumer behavior with a significant relationship between product placement and consumer purchasing intention. The study concludes that product placement in Filipino films affects consumers' purchasing intention through brand recall, awareness, and attitude.

| KEYWORDS

Brand attitude; Brand awareness; Brand recall; Consumer purchasing intention; Product placement

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1. Introduction

Product placement is a rapidly growing promotional tool. The use of this tool in media, especially in films, is attractive to consumers and businesses. The product placement tool is a technique that potentially influences consumers while having a concealed commercial purpose (Chan, 2020). The consumer's behavior towards this product placement in films is evident in most countries. However, few studies regarding product placements as an approach towards consumer purchasing intention have been conducted on local films, mainly in the Philippines. The innovative form of advertising that utilizes traditional mediums is significant (Saini & Singh, 2020), with the film being its most famous avenue (Chan et al., 2017). In the Philippines, product placement is a marketing tool for known brands.

The study aims to determine if product placement in Filipino films can positively impact consumers' purchasing intentions. To provide a more strategic approach, the study investigated a significant relationship between the respondent's level of brand awareness, attitude, recall with their purchasing intention. By taking the case of Filipino films, we examined how these things impacted the consumer's purchasing intentions and the significant relationship to the usage of product placement tools. Kakkar and Nayak (2019) state that the purchasing intention results from the consumer's perception of the brand when product placement is used. With product placement as a promotional tool, consumers are influenced to purchase a product (Yu, 2016).

This promotional tool is beneficial for both the brand and the film because it provides numerous opportunities to enhance skills and create effective strategies (Song et al., 2016). Similarly, integrating branded products in films to influence audiences or consumers is essential in creating an effective product placement strategy. Studies on product placements in international films show that product placements affect the consumers' awareness, recall, and attitude towards the brand. However, its placement effectiveness remains controversial (Eisend et al., 2020). The consumer's behavior towards product placement in films is evident across the globe. Chan et al. (2016) indicate that the effectiveness of such is inconsistent across cultures. Understanding the culture could be a factor in considering how product placement is being processed and interpreted.

The paper put forward a significant effect on consumer behavior and a significant relationship between product placement and consumer's purchasing intention. Furthermore, the research paper studied the significant impact of product placement on consumer perception and purchase intention from numerous studies. The following section presents the analysis of the reviewed literature adopted for this study's purposes.

2. Literature Review

The fast emergence of product placement in the film industry became one of the most significant tools that have the potential to capture and translate the audience to potential consumers. It targets relevant marketing messages to specific audience groups at the right time and location (Górska-Warsewicz & Kulykovets, 2017). The presence of product placement in films increases consumers' realistic perception of brands (Gillespie et al., 2018). Their study focused on analyzing the reaction of viewers to blatant product placement and failed to investigate its relationship to a consumer's purchasing intention.

The product placements in films mainly highlight its effectiveness as a marketing tool. Kakkar and Nayak (2019) and Omar et al. (2017) claims that product placements indeed help generate revenue and could indeed positively affect consumers' behavior. In this study, different factors affect product placement and consumer response, such as brand awareness, brand attitude, brand recall, and purchase intention.

In order to attain brand awareness, there should be a variable that will invoke it. In this study, product placements result in brand awareness. According to Pancaningrum and Ulani (2020), Kumar (2017), and Mohd-Nordin and Baharom (2018), product placement is a factor that can influence consumers' brand awareness. Brand awareness is the ability of a consumer to recognize the product or brand in each scene. Pancaningrum and Ulani (2020) also stated that respondents could recognize it when exposed to these placements from international films. However, according to Chan et al. (2015), Hong Kong informants believe that less well-known brands are harder to induce awareness since it doesn't integrate well. Product placements integrated well in films could produce high brand awareness and high positive responses, primarily when a celebrity is associated with it (Kumar, 2017). Aside from celebrities, the use of visual product placements could also add to the high positive response. Since these types of placements are often more noticeable when watching films, which helps keep the product or brand inside the consumer's mind (Laban et al., 2020).

When consumers become aware of the embedded products in films, their attitude towards them shows. The information that consumers collect is uncontrollable. Lu et al. (2014) state that how they collect this information could affect their initial attitude towards the product. Positive information could reverse the consumer's negative attitude. It could also give better impressions of the product when consumers have a positive attitude. (Dijk et al., 2016). Some of the authors that have conducted studies about this topic are Huang and Yao (2017), Gillespie et al. (2018), and Barbarossa and de Pelsmacker (2014). These authors also claim that positive information about the product placed in films leads to a positive attitude towards the brand, which could result in a better recall and a more positive purchasing intention.

Brand awareness relates to other variables such as brand recall. When a company has established brand awareness and becomes noticeable, consumers will recall the product. According to Tritama and Tarigan (2016), consumers' awareness of the product placement is a must for brand recall. Also, recall increases when an actor mentions and shows the branded products (Balakrishnan et al., 2013). The information that the consumers have acquired from the awareness stage could lead to a recall and could influence the consumer's attitude (Malik & Sudhakar, 2014).

A consumer's attitude towards a brand is his consistent feeling and idea towards the branded product (Fotis et al., 2012). The consumer's attitude is one of the most important considerations a consumer takes before intending to purchase the product. That's why it's important for marketers to understand the consumer's attitude, for it could accurately predict their purchase intention (Xie et al., 2014). Huang and Yao (2017) and Boyland and Halford (2013) also investigated that brand attitude from product placements positively affects consumers' purchasing intention. When a business establishes a positive brand attitude, it could enhance customers' purchasing intention.

Aside from brand attitude, brand recall also affects purchasing intention. A recall is a form of memory of a brand logo, slogan, or question that can stimulate it (Arie & Tulung, 2020). That's why a lot of brands are keen on what consumers recall when their products are mentioned. In films, genre affects recall. Humor can capture the audience's attention and improve their recall of the message. Compared to documentaries, dramas, actions, and other non-humorous programs, embedded brands in comedic content enhance viewers' retention. Multiple studies state how comical content improves the recall of the market due to its relaxing context. The presence of humor stimulates positive emotions from the viewers, which uncontrollably heightens their attention toward brand placements, resulting in better recall. The higher the positive brand recall, the more positive the purchase intention. (Chan, 2020; Lu, et al., 2014; Ndlela & Chuchu, 2016).

Another factor that could impact purchase intention in this study is brand awareness (Wu & Ho, 2014; Akkucuk & Esmaili, 2016). Consumers intend to purchase brands they are familiar with but most probably brands they know very well (aZafar et al., 2017). When consumers are more aware of a brand, they are more confident and can become loyal to that brand (Alkhaldeh et al., 2018). However, mere brand awareness may not be sufficient to directly impact consumers' purchase intention (Azzari, 2021).

The last factor in this study that could impact purchase intention is product placement. According to the research of Omar et al. (2017), Kakkar and Nayak (2019), Pancaningrum and Ulani (2020), and Yu (2016). exposing consumers to product placement in films can highly influence their purchase intention, specifically, if their brand awareness, attitude, and recall are positive towards the brand placed in the film.

A theory that contains most of these factors is the cognitive capacity theory. The cognitive capacity theory helps guide and analyze the researchers on the impacts of product placement on consumer response. It can contribute to the study's result by paving the path for the conceptual framework and helping researchers to further grasp the variables and their effect on each other. The following section presents the explained methodology used for testing the hypotheses and aim of the study.

3. Methodology

The study utilized a quantitative descriptive research design to analyse and interpret data. According to Allen (2017), quantitative analysis enables the researchers to know what is effective or essential and influences the population. The collection of data utilized a series of research instruments. Convenience sampling is a type of non-probability sampling technique that will be used; the researchers will be able to collect the necessary data from the qualified respondents. To determine the appropriate sample size for this study, the researchers will compute through Raosoft, a sample size calculator. The variables are included in the sample size computation: the confidence level of 95%, the marginal error of 5%, the National Capital Region (NCR) population size of 13,484,462, and the response distribution of 50%. The data gathering tool used is a researcher-made questionnaire wherein it will undergo a face and content validity by a few professionals, including statisticians and professors in the field, after undergoing a pilot test to test its reliability. Cronbach's Alpha will then be used targeting to get at least a .70. Cronbach's Alpha, meanwhile, .80 and above, is a better score, and getting a .90 score is the best. All possible changes for the betterment of the questionnaire will be taken into consideration. After the collection of data, descriptive and inferential statistics will be used for analysis. Partial Least Square-Structural Equation Modelling (PLS-SEM) will be utilized to test the hypotheses regarding the significant effect of product placement on consumers' purchasing intentions. The specific WARP PLS version 6.0 and Statistical Packages for Social Sciences (SPSS) version 20 will be used to process the data.

4. Results and Discussion

Table 1. Level of Agreement of the Respondents

Product Placement	Mean	SD	Verbal Interpretation
Product Placement	1.98	1.077	Agree
Extent of Product Placement	Mean	SD	Verbal Interpretation
Brand Awareness	2.81	.968	Slightly Agree
Brand Attitude	3.17	.766	Slightly Agree
Brand Recall	2.84	1.094	Slightly Agree
Purchasing Intention	Mean	SD	Verbal Interpretation
Purchasing Intention	3.26	1.174	Slightly Agree

Table 1 shows the results of the respondent's level of agreement on the dimensions of Product Placement, Brand Awareness, Brand Attitude, Brand Recall, and Purchasing Intention. The study used a Likert scale with response options of strongly agree (1), slightly agree (2), agree (3), disagree (4), slightly disagree (5), and strongly disagree (6). The mean and standard deviation were computed to analyze the data. The findings revealed the respondents' level of agreement towards the variables shown is positive.

Table 2a. Factor Analysis of Consumer Behavior

Brand Awareness	Factor Loading	Eigen value	% Variance	Cronbach Alpha
Factor 1: Information Grasping				
I have discovered new branded products found in Filipino films.	.711	4.308	47.863	.874
I have heard actors say a lot of branded products in Filipino movies.	.576			
I mostly notice product placement in the climax of the movie.	.736			
Product placements in Filipino films help consumers develop more information about the product and brand.	.530			
Factor 2: Familiarity				
I often notice product placement in Filipino movies.	.746	1.079	11.984	.890
The product placements I notice are mostly well-known brands.	.758			
I have seen actors use a lot of branded products in Filipino movies.	.577			
Factor 3: Pattern				
I mostly notice product placement at the beginning of the movie.	.844	1.011	11.228	.849
I mostly notice product placement at the end of the movie.	.493			

Kaiser-Mayer Olkin Measure of Sampling Adequacy = 0.855

Table 2a, 2b, and 2c show the indicators for all factor analysed items using the principal axis method with varimax rotation to determine the underlying dimensions. The sample of 384 respondents is considered adequate for factor analysis to proceed, as indicated by Kaiser-Mayer Olkin’s (KMO) measure of sampling adequacy. A reliability coefficient (Cronbach Alpha) is computed to estimate the reliability of each scale; if resulted above 0.700 is considered acceptable in the study. Items with factor loading and communalities of less than 0.40, the eigenvalue of less than 1, and percent variance of less than 4% were discarded. Based on the results of all factor analysis, no item from each variable was discarded.

Table 2a reveals the reliability coefficients of **Brand Awareness** which range from 0.849 to 0.890 and have three underlying dimensions. The first factor is labelled as **Information Grasping**, which pertains to how product placement provides information. Factor 2 is **Familiarity**, which refers to easily distinguishing products and actors shown in films. Factor 3 as **Pattern**, which pertains to what specific parts of the film they notice these placements.

Table 2b. Factor Analysis of Consumer Behavior

Brand Attitude	Factor Loading	Eigen value	% Variance	Cronbach Alpha
Factor 1: Enthusiasm				
I like seeing product placements in Filipino films.	.826	4.053	40.527	.952
I like seeing brands being used by actors in films.	.864			
I am happy and motivated when I see product placements in Filipino films.	.924			
Product placements in Filipino films are enjoyable.	.869			
My choice of film or actor positively influenced my interest in the brand.	.630			
Factor 2: Negativism				
Product placements in Filipino films are intrusive.	.788	2.154	21.539	.811
I find it disturbing when there are too many product placements in Filipino films.	.874			
Factor 3: Diversion				
Product placements distract me upon watching the films.	.695	1.315	13.150	.703

Product placements in Filipino films are intrusive.	.674
My choice of film or actor negatively influenced my choice of brand.	.540

Kaiser-Mayer Olkin Measure of Sampling Adequacy = 0.891

Table 2b reveals the three underlying dimensions and reliability coefficient of 0.703 to 0.952 of **Brand Attitude**. Factor 1 is labelled as **Enthusiasm**, which pertains to the positive outlook of the respondents to product placements in films. Factor 2 is **Negativism** which refers to the negative attitude of respondents. Factor 3 is **Diversio**n which pertains to the distractive angle of the respondents towards product placement in films.

Table 2c. Factor Analysis of Consumer Behavior

Brand Recall	Factor Loading	Eigen value	% Variance	Cronbach Alpha
Factor 1: Influence		5.200	57.780	.881
I can easily notice the brands placed in Filipino films.	.684			
Through product placements, I am able to remember certain brands.	.770			
The continuous placing of brands in a film makes a brand familiar to me.	.735			
Through product placements, I can easily distinguish one brand from another.	.713			
While shopping, I have associated a brand with a film or actor.	.522			
Factor 2: Plot Connection		1.002	11.138	.828
I can remember the last product placement I have encountered in a Filipino film.	.700			
I mostly remember products that actors have mentioned in the film.	.783			
I mostly remember products that actors used in the film.	.682			
I mostly remember products seen in the background of the film.	.503			

Kaiser-Mayer Olkin Measure of Sampling Adequacy = 0.920

Brand Recall resulted in having two underlying dimensions and a reliability coefficient ranging from 0.828 to 0.881. The first factor is **Influence** which pertains to the impacts of product placements on viewers. Factor 2 is **Plot Connection**, which refers to how elements in the film affect the viewers upon recognition of products.

Table 3. Factor Analysis of Purchase Intention

Purchase Intention	Factor Loading	Eigen value	% Variance	Cronbach Alpha
Factor 1: Acceptance		5.052	63.150	.934
I considered buying at least one of the products placed in the film.	.868			
I am willing to buy at least the product placed in the film.	.869			
The appearance of the product in the film made me curious about its purpose (<i>performance, taste, appearance, sound, etc.</i>)	.851			
The actors/actresses in the film made me interested to the product.	.869			

When product placement in Filipino films interests me, I look for more information about it.	.76		
When I notice product placement in Filipino films, I start to use the brand.	.838		
I have envisioned myself buying a product used in the film.	.872		
Factor 2: Rejection		1.042	13.029
When I notice product placement in Filipino films, I stop using the brand.	.700		

Kaiser-Meyer Olkin Measure of Sampling Adequacy = 0.910

Purchase Intention revealed two underlying dimensions and a reliability coefficient of 0.934. Factor 1 is **Acceptance** which pertains to the viewers; agreement, consideration, and intention to purchase a product. Factor 2 is **Rejection, which** refers to the refusal of the viewer to consider and intent on purchasing a product.

4.1 Evaluation of Measurement Model and Structural Model

Hair et al. (2010) state that the measurement model's convergent validity, construct reliability and discriminant validity was validated using Confirmatory Factor Analysis. With this, the Measurement Model was evaluated before the hypothesis testing.

Table 4. Latent Variable Coefficients

Construct	Cronbach's Alpha	Composite reliability	Ave. Variances Extracted
Product Placement	0.952	0.960	0.728
Brand Awareness	0.737	0.852	0.658
Brand Attitude	0.831	0.937	0.673
Brand Recall	0.829	0.921	0.854
Purchase Intention	0.934	0.947	0.719

Composite reliability and Cronbach's Alpha are commonly used in evaluating construct reliability (Roldan & Sanchez-Franco, 2012; Kock, 2017). The values of the composite reliability (CR) and Cronbach's Alpha (CA) must be at least 0.700 to indicate good reliability and internal consistency (Nunnally, 1978; Fornell & Larcker, 1981; Nunnally & Bernstein, 1994). Table 4 reveals the results of the Cronbach Alpha, and the value of composite reliability for all the factors used in the study are acceptable and satisfy the criterion for internal consistency of the research instrument.

Further, convergent validity evaluates the quality of an instrument's set of items. Both the participants and the researchers understand the questionnaire similarly (Kock, 2017). Item loading is the correlation between items and constructs (Amora et al., 2016; Kock, 2017), and it measures the convergent validity. If the values of item loadings are at least 0.5 and its p-values are less than .05, convergent validity is achieved (Hair et al., 1987; Hair et al., 2009; Kock, 2017). Likewise, the average variance extracted (AVE) determines the amount of variance of each construct from its items relative to the amount due to measurement error (Chin, 1998; Amora et al., 2016). Hair et al. (2011) stated that the construct has acceptable validity if the average variance extracted (AVEs) are higher than the threshold value of 0.5. In table 4, results revealed that the item loadings of all indicators are statistically significant (Range = .645 - .929, p < .05), and the range of average variance extracted values (.658 - .854) met the required value, showing that it has a convergent and acceptable validity.

Table 5. Square Roots of AVE Coefficients and Correlation Coefficients

Latent Variables	Product Placement	Brand Awareness	Brand Attitude	Brand Recall	Purchase Intention
Product Placement	0.877				
Brand Awareness	0.208	0.967			
Brand Attitude	0.184	0.673	0.710		
Brand Recall	0.634	0.383	0.325	0.811	
Purchase Intention	0.432	0.652	0.540	0.606	0.924

Diagonal values are the square roots of AVE, and off-diagonals are inter-construct squared correlations

Table 5 shows the latent variable correlations with square roots of AVE coefficients to measure the discriminant validity of the instrument. Discriminant validity tests if the statements associated with each latent variable are not confusing when respondents answer the questionnaire given to them. Moreover, it tests whether the statements related to one variable, for instance, are not confusing with the statements connected with other variables (Kock, 2017). For each variable, the square root of the AVEs should be greater than any of the correlations involving the said variable. If the values at the main diagonal are higher than off-diagonal elements, the latent variables have acceptable discriminant validity (Fornell & Larcker, 1981). Results showed that the research instrument has a discriminant validity, as shown by the values on the main diagonal.

Table 6. Result of the Hypotheses Test

Path	Path Coefficients (β)	P -values	Effect Sizes (f ²)	Effect Size Interpretation (Cohen, 1988)**	Description	Decision
H1: Product Placement → Brand Awareness	0.637	< 0.001	0.406	Large	Significant	Accept H1
H2: Brand Awareness → Brand Attitude	0.369	< 0.001	0.136	Small	Significant	Accept H2
H3: Brand Awareness → Brand Recall	0.625	< 0.001	0.390	Large	Significant	Accept H3
H4: Brand Attitude → Purchase Intention	0.420	< 0.001	0.044	Small	Significant	Accept H4
H5: Brand Awareness → Purchase Intention	0.039	0.223	0.016	NA	Not Significant	Reject H5
H6: Brand Recall → Purchase Intention	0.460	< 0.001	0.311	Medium	Significant	Accept H6
H7: Product Placement → Purchase Intention	0.103	0.021	0.022	Small	Significant	Accept H7

**0.02 – small, 0.15 – medium, 0.36 – large

We examined the path coefficients and their probability values of the variables to establish clear findings. The study utilized SPSS to test hypotheses. The results from SPSS contain effect sizes of the variables based on the scale of Cohen (1988), which states the effect sizes between minor to large are considered significant, leading to the acceptance of 6 hypotheses and a rejection of one.

The findings reveal new results that most of the variables have a significant effect on each other, indicating a direct relationship. An increase in one variable will result in an increase in the other. It shows that product placement has a significant effect on brand awareness, indicating that an increase in the extent of product placement will increase the extent of the consumer's brand awareness. This suggests that the product placement can help raise the brand awareness of products placed in local Philippine films. Product placements have immense potential to increase one's brand awareness (Kumar, 2017).

Consumer's brand awareness from product placement also significantly affects brand attitude and brand recall. Wherein increase in brand awareness leads to an increase in the consumer's brand attitude and brand recall. The result indicates that there is a direct relationship between brand awareness and consumer's attitude (Drumond, 2017) and that if participants are aware of the product placement, it will lead to the viewers' brand recall (Mohd-Nordin & Baharom, 2018).

Despite brand awareness as a factor that could influence brand attitude and recall, the study finds that brand awareness could not directly impact a consumer's purchasing intention. Similarly, a brand is insufficient to generate consumers' purchasing intent (Azzari, 2021).

Conversely, consumers' brand attitude and recall significantly affect consumers' purchasing intention. It shows that a higher and more positive brand attitude and recall leads to higher purchasing intentions. There are notably positive effects of product attitude on purchase intentions (Huang & Yao, 2017). It also shows brand recall and brand recognition positively relating to actual purchase intentions (Khurram et al., 2018).

Lastly, the study proves that product placement directly affects consumers' purchasing intention. Where exposing consumers to product placement in films can highly influence their purchase intention (Omar et al., 2017; Kakkar & Nayak, 2019; Pancaningrum & Ulani, 2020; Yu, 2016).

5. Conclusion

The findings of the study identified the impact of product placement in Filipino films on consumers' purchase intentions. The positive relationship between the increase of brand awareness because of product placements was discovered in the study. Brand awareness from product placements in Filipino films also impacts the consumer's brand recall and attitude. The study finds that increased positive information in product placements results in an increase in positive attitude and recall. While for brand attitude and brand recall, these variables influence the respondent's purchase intentions. Another finding in this study is that before a consumer intends to purchase a product, the attitude and recall from the awareness stage plays a significant role. Further, the findings indicate that awareness alone could not impact purchase intentions. However, when the brand attitude and brand recall are present, there is a significant effect on consumer response. The study was able to find a significant relationship between these factors and their impacts on one another. With this, the study concludes that product placement in Filipino films has a positive relationship with consumer purchasing intention through brand awareness, attitude, and recall.

The researchers recommend the use of product placement in Filipino films as an advertising strategy for brands but at the same time checking the different variables such as brand awareness, brand attitude and brand recall before utilization. These factors would have a variety of effects per brand, given distinct levels of the variables. The researchers also recommend that other factors such as the right placing of products, their association with the actors, and the number of times they would be seen should always be considered as these contribute as additional determining factors of the success of the product placement. The results of the study could give additional information and benefits to companies, marketers, and future researchers of the same topic. It allows them to come up with and create improved marketing strategies using product placement as a tool in targeting consumer's purchasing intentions through the variables in the research.

Moreover, to further improve this study, future researchers should expand the geographic reach of their respondents and consider other factors that could influence the perception and intention of the consumers on product placement in Filipino films. The genre of the film, category of the product, and generations of the respondents could be compared. With this, researchers could further identify which generation is affected or influenced by specific product placements.

Based on the findings in the study that measure brand awareness, recall, and attitude, product placement has a positive agreement with these factors. Therefore, the findings in the study gave the researchers the confidence in concluding that product placement in Filipino films has a significant effect on the consumer's purchase intention through brand recall, awareness, and attitude.

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