The Influential Characteristics of Brand Placement towards Consumers Intention to Purchase: A Study on Youth Consumer's Intentions to Purchase in Perak State

Ciri-Ciri Berpengaruh Perletakan Jenama Terhadap Niat Membeli oleh Pengguna dalam Kalangan Orang Muda di Perak

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Abstract: Brand placement in movies is a marketing strategy used by huge corporations to subconsciously promote their brands, products, and services across the world. Movies are a popular choice for brand placement as they are screened all over the world. Brand placement in movies has been proclaimed to be one of the most successful marketing strategies for corporations and business entities when it comes to promoting brands, products, and services to multiple target segments across the world especially in continents like America and Europe. Despite brand placement being successful, there is very little evidence to prove or justify that brand placements in movies have been successful in influencing the intentions to purchase of the high demanding youth consumers. Therefore, this study takes the liberty to examine the relationship between brand placement, integration, and recall towards consumer intention to purchase. This study is quantitative. The data collection instrument used was a questionnaire developed from pre-existing studies based on the Likert measurement scale of five. Questionnaires were then randomly distributed to targeted respondents from across Perak state. The reliability test was done and the data obtained were analyzed using IBM SPSS version 24. The target respondents for this research were youth consumers from the state of Perak. It is found that there is a significant relationship between brand placement acceptance, brand integration, and brand recall towards consumer's intentions to purchase.

Keywords: marketing strategy; brand placement; movie; quantitative

Abstrak: Perletakan jenama di dalam filem merupakan strategy pemasaran yang seringkali digunakan oleh syarikat gergasi to secara tidak langsung mempromosi jenama, produk serta perkhidmatan mereka di seluruh dunia. Filem merupakan pilihan yang yang popular dalam perletakan jenama kerana tayangan secara global. Ia merupakan strategi yang paling berkesan bagi syarikat dan entiti perniagaan yang merangkumi segmen yang pelbagai terutama di benua Amreika dan Eropah. Namun begitu, terdapat sedikit bukti berkaitan perletakan jenama di dalam filem telah berjaya mempengaruhi niat untuk membeli dalam kalangan pembeli muda. Oleh yang demikian, artikel ini mengkaji hubungan antara perletakan jenama, integrasi dan penarikan semula jenama terhadap niat membeli oleh pengguna. Kajian ini merupakan kajian kuantitatif. Pengumpulan data adalah melalui soalselidik berdasarkan skala lima Likert dan secara rawak dalam kalangan responden dalam negeri Perak. Kajian ini mendapati bahawa terdapat hubungan yang signifikan antara penerimaan perletakan jenama, integrasi jenama dan penarikan semula jenama terhadap niat membeli oleh orang muda.

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Introduction

Brand placement is one of the most common methods of advertising that organizations can use to sell their brands and services by placing them in movies or television shows to attract audience attention. Brand placement also occurs when the brand name appears in a movie or television show for a certain period (Liew & Lim, 2014). Furthermore, celebrities are also often used to endorse the brands being advertised.

Brand placement can be divided into three types. The first is a visual reference, which is a passive placement where the brand and logo can easily be observed in the movie for a few seconds. (Dudovskiy, 2012). The second type is a verbal placement where the name of the brand or brand is verbally mentioned in conversation in the movie itself. A usage placement occurs when an on-screen personality interacts or handles the brand, service, or corporation. A usage placement often involves a visual and spoken element where interaction occurs with the brand in the movies (Palkova, 2010).

While there are many other types of advertising that organizations can use to promote their brands, brand placement remains the preferred method. According to Yao and Huang (2017), a positive attitude and higher brand recall are associated with brand placement. Brand recall of brand placement can rise by 20% in television shows according to Nielsen Media Research (Williams, Petrosky, Hernandez & Page, 2011).

With the liberalization of trade and globalization, businesses today need to contend with not only domestic competition but also to some extent deal with international competition, especially competition from countries that have a better cost advantage. With the world opening up, the business environment has also become hyper-competitive.

One of the ways businesses can stay on top is to ensure their brands occupy a substantial slice in the market share through brand or brand placement. Brand placement spending in Hollywood movies was $8.25 billion in 2012, 10.5 billion dollars in 2014 and it is estimated to reach 15.26 billion dollars by the year 2019. Furthermore, according to Nathanson (nd), television-based advertising has increased tremendously from 63.8 billion dollars in 2012 and 81.6 billion dollars in 2017.

Because of its potential reach, brand placement, especially in Hollywood movies, is increasingly

becoming more popular as businesses keep increasingly investing in it. Marketers prefer to promote their brands and services in movies compare to traditional media and advertising as movies enable them to reach a huge population. Based on one Annicelli's (2017) findings, advertising spending among regional and national newspaper brand is expected to drop 7.9% and 8.6%, magazine advertising sales slowing by 5.1% and direct mail advertising decrease 7.8%. Brand placement is essential because it can affect consumer intention to purchase a brand. Consumer intention to purchase is more favorable when a brand can seamlessly integrate into the movie instead of standing out in an obvious way (Nagar,2016).

In Malaysia, Hollywood movies have become one of the most universal entertainments among youths. According to the Malaysian Box Office Index (2020), Hollywood movies' revenue generated from screenings in Malaysia was USD144,203,434 (2016); USD145,089,098 (2017); USD147,857,237 (2018) & USD51,326,685 (2019).

This shows that many Malaysians still watch Hollywood movies for entertainment. However, there has been very little evidence or research to prove that brand placement in Hollywood movies has been successful in affecting consumer intention to purchase in regions apart from America and Europe and particularly the buying behavior of youth consumers. Though a lot of money has spent by the organizations in brand placement in movies, nobody knows the effectiveness of brand placement in affecting intention to purchases.

Thus there is a need to study whether brand placement in movies is accepted by the audiences and does it influences consumer intention to purchase in Malaysia. This study will also help to know whether brand placement acceptance has a significant effect on youths in Malaysia. It is crucial when a brand is mentioned, whether the consumer can successfully recall the specific brands in their mind.

Therefore, for this study, three objectives are set as follows:

i. To determine the relationship between brand placement acceptance and youth intentions to purchase in Malaysia.

ii. To determine the relationship between brand recall and youth intention to purchase in Malaysia.

iii. To determine the relationship between brand integration and youth intentions to purchase in Malaysia

To achieve the study objectives, three research questions are formulated as follows:

i. Does brand placement acceptance have a significant influence on youth intentions to purchase in Malaysia?

ii. Does brand recall have a significant influence on youth intention to purchase in Malaysia?

iii. Does brand integration have a significant influence on youth intentions to purchase in Malaysia?

This study is carried out to investigate whether brand placement in movies can influence youth's consumer intention to purchase in Malaysia. This study also aims to determine whether there is a relationship between brand placement in movies and intentions to purchase amongst youths in Malaysia, as well as the advantages of brand placement in movies.

This study will also be able to shed light on the effectiveness of brand placement as an avenue of advertisement and add to the current body of knowledge since studies have found that brand placement is an effective way to grab the attention of the audience (Chen and Leu, 2011). As Brand placement in movies can be a very expensive investment for businesses it the essential that these organizations do have a benchmark to measure the effectiveness of brand placement which will enable businesses to make better decisions when it comes to spending on advertising and marketing.

Managing resources effectively in a highly competitive market has become one of the most crucial elements for business organizations across the globe. Competition with larger resources has forced many organizations with limited resources to spend only on activities that have a higher rate of success and a higher return on investment. This research will provide key depth into brand placement and the potential success it can offer to organizations that have embarked on brand placement activities in the past.

Youth or younger consumers are another target segment that many businesses are spending huge amounts of money trying to attract these segments into becoming their customer base. This target segment is a major movie audience and spends a significant amount of money on movies (Chan, Lowe & Petrovici, 2015). Therefore, this target segment is indirectly exposed to brand placement constantly and this study will help to provide data on how effective brand placement in movies can affect the intentions to purchase of youth's consumers.

Literature Review

Movies have always been a widespread and common medium to be used for brand placement. Brand placement in movies can be an effective worldwide marketing strategy since movies are constantly produced and delivered to audiences all over the world (Lee, Sung & Choi, 2011). Furthermore, it is also used by many brands to further promote their brands by presenting a brand or brand, or both, in movie scenes. Given that the number of brand placements in movies has increased over time, the more movies audience views, the more exposures to branded placements one is likely to experience (Gregorio & Sung, 2010).

Brand placement acceptance refers to how the audience remembers the brand and their positive perception of it which typically influences consumer intention to purchase towards the brand (Barnhardt et al, 2016). According to Maneva and Brennan (2016), past studies have shown that intention to purchase is influenced by brand placement acceptance, besides their findings supporting this fact.

The effect of the subconscious message of brand placement towards the influence of consumer intention to purchases might be doubted in a timeline because of several disagreements on the effectiveness of brand placement. However, the subconscious message of brand placement will be efficient due to certain variables (Verwijmeren et al, 2011).

The brand placement has also been used in video games which can be beneficial as their audiences used a large amount of time focusing on the games where the brand has more visibility as compared to traditional media, leading to video game users developing purchasing intention towards the brands placed in their favorite video games (Martí-Parreño et al, 2017). Since brand placement in video games consists of elements of repetition and recognition, the stimuli for the audiences to remember the brand itself is likely (Buijzen, Reijmersdal, & Owen, 2010).

Besides, brands that are used by famous people like movie actors or singers also have to influence to attract its audience and stimulate consumer intention to purchase (Mccormick, 2016). However, Thwaites et al (2012) said that criteria matching between the brand and its endorser also have a significant impact on intention to purchase. Audiences who have a positive perception of the endorser will also transfer this positive perception of the brand being endorsed (Choi & Rifon, 2012). Furthermore, both endorsers and brands are associated with their values and attitudes, and all of these influence consumer purchasing value (Pradhan, Duraipandian, & Sethi, 2015). In particular, Gen Y is more likely to follow the trend of buying brands endorsed by their idols and are more likely to focus on the endorser rather than the brand itself (Barton, Koslow, & Beauchamp, 2014). As discovered by Russell and Rasolofoarison (2017), consumers who grow up in the social media age such as Gen Y find that 'real-life' associations with endorsers to

be more trustworthy than commercialized messages through advertisements.

Brand recall is defined as the ability of consumers to think of the specific brand of the brand from memory in the same category. In other words, consumers should correctly think of the brand in their mind when given a brand category or able to recall the particular brand when the brand category is mentioned. It is generally easier to recognize a brand than recall it from memory.

According to D'Astous and Chartier (2000), brand recall occurs when brand placement is in the right position. When the brand placement is in the right position on the screen it helps to improve brand recall. A brand that appears for 15 minutes is also more likely to promote brand recall (Bamini, Azlinda, Dousin, Yuktha, 2012). A longer duration of brand placement in movies is more favorable as repetition allows the consumers to acknowledge the details of the brand in their memory. Brand recalls increase when the brands are put in a certain place prominently and mentioned by the actor. In other words, brands that have higher involvement in movies have greater brand recall (Pokrywczynski, 2005).

Brand integration can be defined as a process of sharing advertising and marketing areas with traditional advertising, also known as the 30-second spot. Since the beginning of televised programming, advertisers have to pay a huge amount of money to promote their brands and brands (Neer, 2017). Brand integration happens when a company's service or brand is integrated into the dialogue of the show. For example, if you have a milk company, the brand is not just shown on the table during breakfast time but it will be favorably pointed out by a member of the family in the dialogue. In effect, it is a very brief commercial inserted into the script (Jones, 2006). Brand integration usually runs on a paid model. The brand or the brand gains their exposure or popularity based on the character in the TV show or movie and the branding company is compensated accordingly for including the brand within its script (Vogt, 2005).

Consumer intention to purchase can be affected by brand integration. For example, Coca-Cola's "Brrrr" advertisement. By making the emotional changes towards the brand in the advertisement, people are far more likely to remember the brand. It creates a virtual magnifying glass that emphasizes the brand and the intended impression in a memorable way. An advertisement has been successful at brand integration if people cannot describe it without mentioning or describing the brand by name, or an established branding device (Hollis, 2011).

Brand Integration can also be identified as a type of placement in which the advertiser's brand is encountered within the program's plotline. The brand is embedded inside the script, showing specific functions of the brand, displaying special features and the brand is showcased on-screen to a large scale audience (Jones, 2015). This usually happens including cash fees, media buy, or significant branding provisioning resulting in branding savings. For example, in the James Bond movies, their U.S. division paid a reported $45 million for brand placement in the 2012 film Skyfall, resulting in fans of the series being used to hearing the character order his signature drink (Heineken). It was almost alarming to hear James Bond turn down his signature drink for a bottle of Heineken.

According to Madahi (2012), intention to purchase refers to consumer preference towards purchasing a brand from a particular brand or even have an attitude or perception towards the brand. Apart from that, it also refers to the consumer buying that particular brand of that particular brand again when the consumer has assessed the brand and finding out that the brand is worth buying. So when the consumer has selected one brand of a particular brand, then the final decision on whether they are going to accept or reject buying it depends on consumer intention. So the intention to purchase is related to consumers' perception, behavior, and also attitude. The important key point for consumers when they are considering and evaluating a certain brand is called purchase behavior (Keller, 2001). Intention to purchase is also one of the most effective tools that are used to predict the purchasing process. So when one of the consumers wants to purchase the brand in a certain place, they will be influenced by their intention (Jaafar, n.d.).
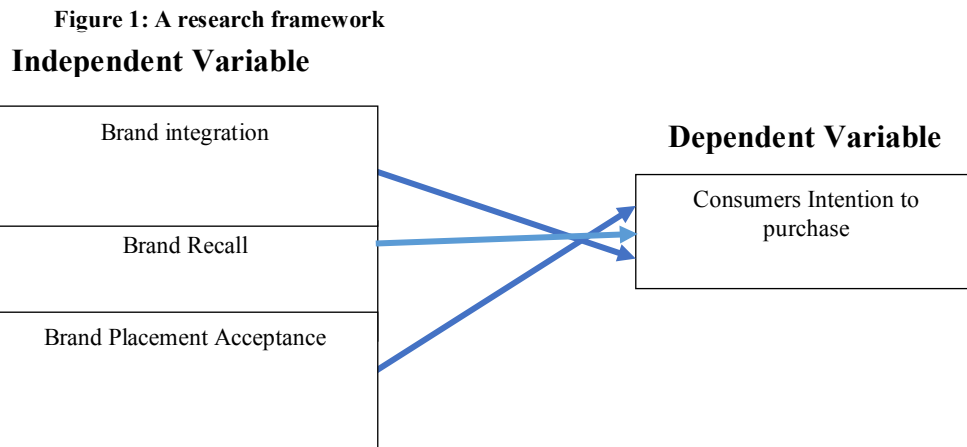
The brand placement has to been shown to have an immediate impact on buyer intention to purchase(Lehu,2007). There are a couple of components that influence the attitude of watchers toward a specific brand as to item position. Firstly, comparative branding that requests in the motion picture. Secondly, the amount of times the brand shows up in the motion picture; brands that keep appearing in the movies will easily create brand awareness among the audience. Thirdly, arrangement, and audience characteristic on brand recall, and the impact of on-screen characters in the film. Actors will have a bigger influence on audience intention to purchase and increasing brand recall.

Youths in Malaysia refer to those whose ages range from 15 years old – 39 years old. There are 17,230,200 youths in Malaysia ("Five million youth to lose out", 2019). It is a huge amount of population and they might help in promoting economic development. This study aims to investigate youths in Malaysia due to the size of the population and their potential as consumers.

Today, young adult audiences worldwide are the main target groups for brand placement because marketers believe that they are becoming more and more consistent in terms of lifestyle and taste (Lee et al, 2015).

An organization needs to penetrate their brands in the youth's mind because they are the primary target audiences of entertainment media.

Below is the study framework that designed for this specific study.

Figure 1: A research framework

Independent Variable

Dependent Variable

| Brand integration |
| Brand Recall |
| Brand Placement Acceptance |

Consumers Intention to purchase

Methodology

Research design is the main framework that defines how research may function and from research design, researchers can draw and interpret the quality of the data that is obtained through the research methodology (Francisco, Butterfoss, & Capwell, 2001). Research design can be explained as the different types of inquiry within quantitative, qualitative, and also a mixed methodology that guides the research on the correct path by providing the direction and also the procedure of the research (Creswell, 2014). After considering the adaptability of the independent variables (IV) and the dependent variable (DV), quantitative research methodology is chosen as the main research framework with the use of a survey questionnaire as our research instrument.

The sampling method that will be used is a simple random sampling method and will be used to collect data from the sample. Simple random sampling is the primary selection procedure of sampling and can be understood easily (Frerichs, 2008). Simple random sampling happens when everyone from a population size of N has equivalent opportunities of being chosen (Fricker, 2013). By using this sampling method, will allow us to research a more simple way because a simple random sampling method is a sampling method that is very easy to implement.

Another advantage of a simple random sampling method is that very little knowledge of the population is required so the overall approach to the sample will be much easier. Simple random sampling is implemented by selecting several sample units that are suitable at random from the overall population. In a simple sampling method, there are two ways to draw a sample, the first way is drawing with replacement and drawing without replacement (Frerichs, 2008). In our research, we would use drawing without replacement which means no one respondent can provide their feedback more than one time. This can ensure that the data that we collect would not overlap and cause confusion.

This study will be focusing on collecting data from youth consumers in Perak state which is in the geographical region of the researchers. Approximately 300 youth consumers in Perak state who are movie fans will be selected randomly and questionnaires will be distributed to these individuals to obtain their feedback. Youth consumers will be targeted from all the 12 districts in the Perak state based on figures generated by the G-Power sample calculator. There are a significant amount of cinema complexes across the state of Perak. The state has a significant number of the youth population.

Arain, Campbell, Cooper, and Lancaster define pilot study as a study that helps to create confirmation of continuing studies. By referring to Thabane (2010), pilot studies exist as a reliable conversation. It may have a few functions like checking the study's method, act as a device for validity, and measure the control variables and quantity of the studies. According to Thabane (2010), a

pilot study is not related to a feasibility test or pilot test. Rather, a pilot test is to check the feasibility of doing the overall research. Meanwhile, Leon (2011) said that a pilot study functions as an estimation or judgment of the study's process and practices.

In this study, we are proposing to use inferential statistics such as correlation and regression to test the relationship of variables. We will create and design a questionnaire based on a pre-existing questionnaire model. Keyton (2015) mentioned that the validity of all variables obtained must be the Cronbach's alpha value 0.70 and above. SPSS version 24 will also be used to measure the reliability of this research after gathering data through the questionnaire. SPSS Cronbach's alpha reliability test will be used to ascertain the reliability of the research instrument. SPSS enables us to take data from various types of files and generate graphs and charts, inferential statistics, tabulated reports, and complex statistical analysis. SPSS is capable of handling big numbers of data and can generate all the analyses covered in the text (Harri. D, 2012).

Inferential analysis can be used as a tool to describe what has appeared in the sample through numerical and statistical data. Inferential analysis can be examining the relationship between the independent variable and the dependent variable. The techniques that are used to examine the relationship between the independent variable and dependent variable by the social scientists include logistic regression analyses, ANOVA, regression analysis, correlation analysis, survival analysis, and also structural equation modeling (Crossman, 2017).

The most common measurement for internal consistency is Cronbach's alpha by Lee Cronbach; it was developed in 1951 to provide measurement for the internal consistency of a test or scale (Mohsen Tavakol, 2011). Likert questions commonly use Cronbach's alpha, which forms a scale and defines the reliability of a scale. Furthermore, it's a measure of the degree to which all the variables in the scale are positively related. To obtain high-quality research results, instruments are necessary to be valid and reliable. It is a must to test the validity and reliability to control whether the instrument used in the research is valid and reliable.

The formula for Cronbach's alpha is:

Figure 2: Formula of Cronbach's Alpha

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

Where N= is the number of items, $\bar{c}$= is the average covariance between item-pairs, and $\bar{v}$= average variance. Furthermore, the rule of thumb for interpreting alpha for Likert scale questions is:

Table 1: Internal Consistency of Cronbach's Alpha

Cronbach' alpha	Internal consistency
$\alpha \geq 0.8$	Excellent
$0.7 > \alpha \geq 0.8$	Good
$0.6 > \alpha \geq 0.7$	Acceptable
Less than 0.6	Moderate

In general, a score of more than 0.7 can be considered acceptable.

Table 2: Overall Reliability Test

Cronbach's Alpha	N of Items
.942	45

The table above shows that the overall Cronbach's alpha values for our research which is 0.042. The internal consistency for our research is excellent which shows the questionnaire is reliable, which is ≥ 0.8. The number of Items represents the total question of the questionnaire.

Brand Placement Acceptance is one of the elements or independent variable that has been identified to be investigated for this study. Brand Placement Acceptance is the term for how the audience remembers the brand and their positive perception of it which typically influences consumer intention to purchase towards the brand (Barnhardt et al, 2016). The researchers adopted ten items from Bamini KPD (2012) to design the questionnaire. The 10 items taken from the impact of brand placement acceptance and brand recall in movies: Empirical Evidence from Malaysia's (2012) research. The 10 items are:

1.I noticed that is a lot of brands appear in the movie I watched.
2. I accept the existence of brand and brand in movies.
3. The brand/brands that appear in the movie make me feel that it is another form of advertisement.
4. The placement in movies provides me information, especially for new brands/brands.
5. I feel the placement in the movie quite interesting and entertaining.
6. I like it when brand-name brands are shown in the movie

7. A real brand should put into the movie to make it more believable.
8. I feel it is disturbing when movies shown are interrupted by brands placement
9. Brand placement in movies is an unethical form of advertising.
10. I feel that the brand placement strategy should be restricted.

Brand Recall as one of the elements, or independent variables that have been identified to be investigated for this studied. Brand Recall is defined as the ability of consumers to think of the specific brand of the brand from memory in the same category. In other words, consumers should correctly think of the brand in their mind when given a brand category or able to recall the particular brand when the brand category is mentioned (Reijmersdal et al., 2009). The researcher adopted ten items (Lehu&Bressoud, 2009) to design the questionnaire. The six items were taken from the Recall of Brand Placement in Movies: Interactions between Prominence and Plot Connection in Real Conditions of Exposure (2009) research.

1. I am more likely to remember a brand placed in the movie placed in commercial formats. (example: advertising)
2. I can remember what was said by the brand that appears in the movie/ what was done with the brand? Where the brand scene located.
3. I can recall at least one brand placement in the movie I watched on the following day.
4. I can remember the brand/brand placement(s) a few weeks after I have seen the placements.
5. When a character that I use the brand in a movie, I am more likely to remember the brand.
6. When I see a particular brand at a store or supermarket that had appeared in a movie, I would think of that placement scene in the movie.

Brand Integration is one of the elements or independent variables that have been identified to be investigated for this study. Brand Integration can be defined as a process of sharing advertising and marketing areas with traditional advertising, also known as the 30-second spot. Since the beginning of televised programming, advertisers have to pay a huge amount of money to promote their brands and brands (Neer, 2017). The researcher adopted four items from Bamini KPD

(2012) to design the questionnaire. The four items were taken from the impact of brand placement acceptance and brand recall in movies: Empirical Evidence from Malaysia (2012) research. The four items are:

1. I don't have any problem when a brand is involved in the story.
2. The brand or brand being placed into a movie or TV-show should match the story.
3. I buy brands that I see movie stars using or holding in movies
4. I don't like it when a brand has a big part of a movie or TV-show.

Intention to purchase is one of the elements or independent variables that has been identified to be investigated for this study. Intention to purchase can be defined as the first choice that comes to consumer's minds when purchasing a brand or services or they make the decision buying process after analysis on a particular brand (Younus, Rasheed & Zia, 2015). The researcher adopted six items from (Astous& Séguin,1999) to design the questionnaire. The six items were taken from the European Journal of Marketing Consumer reactions to brand placement strategies in television sponsorship (1999) research.
The six items are:

1. I would purchase brands I have seen in movies.
2. Brand placements in movies make me want to buy the brands being shown.
3. I started using brands after seeing them in movies.
4. I stop using the brand that appeared in the movie after watching it.
5. I buy brands I see movie stars using or holding in movies.
6. I would like to buy the brands that appear longer in length/frequency in movies.

Research Result

In this chapter, we will explain and analyzing our research findings. We had prepared 300 sets of questionnaires and these 300 sets of the questionnaire was analyzed and interpreted using the Statistical Package for the Social Sciences (SPSS) software as an analysis tool to match with the topic that we are studying in the research.

Respondents by Age Group

Table 3: Respondents by Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 and below	28	9.3	9.3	9.3
	19 – 21	123	41.0	41.0	50.3
	22 – 25	131	43.7	43.7	94.0
	25 and above	18	6.0	6.0	100.0
	Total	300	100.0	100.0	

Based on the table, the highest rate of respondents' age is 22 – 25, there is 43.7%, 131 people. The lowest rate of age is 25 and above, only 6%, 18 people. The followed age range is 19 – 21, around 41%, 123 people, and lastly, age is 18, and below, 9.3%, 58 people.

Respondents by Gender

Table 4: Respondents by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	96	32.0	32.0	32.0
	Female	204	68.0	68.0	100.0
	Total	300	100.0	100.0	

According to the data, it showed that there are a total of 32% respondents' which are male with a total of 96 people. Meanwhile, the total percentages for female respondents' are higher than male respondents which are in the total of 68%, with the total of 204 people.

How Frequent Does Respondents watch movies

Table 5: How Frequent Does Respondents watch movies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a month	79	26.3	26.3	26.3
	Twice a month	141	47.0	47.0	73.3
	Weekly	76	25.3	25.3	98.7
	None	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

In this table, there are 47% respondents who watch movies twice a month, with a total of 141 people out of 300. The second highest is 26.3%, with a total of 79 people who watch movie once a month. Followed by 76 respondents, 25.3% with a total percentage who watch movie weekly and lastly is 1.3%, only 4 respondents who didn't watch movie.

What type of movies Respondents watched

Table 6: What type of movies Respondents watched

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Action	82	27.3	27.3	27.3
	Love Story	105	35.0	35.0	62.3
	Fiction	71	23.7	23.7	86.0
	Comedy	42	14.0	14.0	100.0
	Total	300	100.0	100.0	

The table above showed that there are total of 105 respondents with 35% out of total watched love story movies. The following are action movies, with a total number of 82 people, which is 27.3%. Meanwhile, there

are 71 respondents watched fiction movies, with a percentage of 23.7% and lastly are 42 people, 14% of respondents watched comedy movies.

How Many Respondents Familiar the Concept of Brand Placement

Table 7: How Many Respondents Familiar the Concept of Brand Placement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't know	30	10.0	10.0	10.0
	Somewhat	154	51.3	51.3	61.3
	Very much	116	38.7	38.7	100.0
	Total	300	100.0	100.0	

As the table above, 154 respondents have chosen "somewhat" as the highest score which is 51.3%. The following answers are "very much" with 116 respondents, with a total percentage of 38.7%. The last answer is "don't know" chosen by 30 respondents with a percentage of 10%.

How Many Respondents Noticed Brand Placement in Movies

Table 8: How Many Respondents Noticed Brand Placement in Movies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't know	34	11.3	11.3	11.3
	Somewhat	148	49.3	49.3	60.7
	Very much	118	39.3	39.3	100.0
	Total	300	100.0	100.0	

There are 148 respondents who chosen "somewhat" with the percentage of 49.3%. Followed by 118 respondents with the percentage of 39.3% who chosen "very much" and lastly are 34 respondents, with the total of 11.3% who chose "don't know".

Which Category of Brand has Respondents Noticed most in Movies

Table 9: Which Category of Brand has Respondents Noticed most in Movies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Car	77	25.7	25.7	25.7
	Gadget	66	22.0	22.0	47.7
	Clothes	53	17.7	17.7	65.3
	Cosmetic	71	23.7	23.7	89.0
	Food	33	11.0	11.0	100.0
	Total	300	100.0	100.0	

According to the statistic, "car" is the most popular chosen by 77 respondents with a percentage of 25.7%. The following is "cosmetic" and "gadget" which consist of 71 and 66 respondents, with the percentage of 23.7% and 22%. There are 17.7% chose clothes, which is 53 respondents. The least popular is food among the five categories; there are only 33 respondents chose this category, with a percentage of 11%.

Correlation Data Analysis (Relationship between Independent Variables and Dependent Variable)

Table 10: Relationship between Independent Variables and Dependent Variable

		Brand Placement Acceptance	Brand Recall	Brand Integration	Intention to Purchase
Brand Placement Acceptance	Pearson Correlation	1	.431**	.335**	.362**
	Sig. (2-tailed)		.000	.000	.000
	N	300	300	300	300
Brand Recall	Pearson Correlation	.431**	1	.646**	.738**
	Sig. (2-tailed)	.000		.000	.000
	N	300	300	300	300
Brand Integration	Pearson Correlation	.335**	.646**	1	.525**
	Sig. (2-tailed)	.000	.000		.000
	N	300	300	300	300
Intention to Purchase	Pearson Correlation	.362**	.738**	.525**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	300	300	300	300

From the table above, Brand Placement Acceptance and Intention to Purchase have a significant relationship as their P-value is 0.00, which is ≤0.01. The relationship between Brand Placement Acceptance and Intention to Purchase is positive, with a value of 0.362. This means that Brand Placement Acceptance does influence the Intention to Purchase. Brand Recall and Intention to Purchase have a significant relationship as their P-value is 0.00, which is ≤0.01. The relationship between Brand Recall and Intention to Purchase is strongly significant, with a value of 0.738. This means that Brand Recall does influence the Intention to Purchase. Brand Integration and Intention to Purchase have a significant relationship as their P value is 0.00, which is ≤0.01. The relationship between Brand Integration and Intention to Purchase is strong significant, with a value of 0.525. This means that Brand Integration does influence Intention to Purchase.

Model Summary

Table 11: Table of Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798a	.638	.631	2.99013

a) Predictors: (Constant), Brand Placement Acceptance, Brand Recall, Brand Integration.
b) Dependent Variables: Consumer Intention to purchase

The R value is obtained by measuring the correlation coefficient of independent variables with the dependent variable as well. From the results that we had in the table, the relationship between dependent variable (consumer intention to purchase) and independent variables are considered as high and positive correlation because we have acquired 0.70 as the correlation coefficient. On the other hand, Adjusted R Square is defined as the ratio or percentage to indicate the level of variability of dependent variable that is influenced by the independent variables. From the table above, it is clearly shown that 63% of the dependent variable is sufficient to be explained by the independent variables. Nevertheless, the leftover of 37% (100% - 63%) is consists of other factors that does not take into account as the independent variables to study intention to purchase for the survey.

In conclusion, we use the SPSS software to generate our data by using descriptive analysis. We found that our independent variables are positively correlated with the dependent variables. Besides, the mean from five divisions in the questionnaire are move towards on positive and interpret it.

Discussion

The first test was to determine if there was a significant relationship between brand placement acceptance (IV) and intentions to purchase (DV). The results generated proved that there is a significant relationship between these two variables. This proves that brand placement is successful and it is able to affect consumer intention to purchases. More realistic and effective brands placement activities would help organizations to subconsciously sell their goods and services to mass public. We can conclude from this result that brand placement does have the capability in affecting the consumer intention to purchases.

The second test was done to determine if there was a significant relationship between brand recall (IV) and intentions to purchase (DV). The analysis concluded that there is a significant relationship between these variables and we can also conclude that brand recall does influence consumer intention to purchases towards a particular brands or brands. By following the data, we can confirm that brand placement induced brand recall and affect the consumers' intention to purchase.

The third test was done to establish whether there was a significant relationship between brand integration (IV) and intentions to purchase (DV). The data analysis had proven that is a significant relationship between these two variables. We can conclude that the length of the brands/brands appeared in movies is important, it would affect consumers' intention to purchases. Marketers need to study in depth to identify the duration of brands/brands should have emerged into movie placement.

Conclusion

Nowadays, brand placement has been used to differentiate certain brands in people's mind from other clutter used in traditional advertising. Advertisers need to promote their brands and brands in a different way, and they have chosen to invest their brand in movie uses. On the other hand, movie producers are also in need of capital in order to produce a movie, thus the relationship between advertisers and producers is symbiotic. Therefore, this research is focusing on analyzing the effectiveness of brand placement in films regarding to the acceptance and recall on the behavior of buyer and consumer responses through brand integration and intention to purchase. The findings show that youth consumers in Perak state have a great level of acceptance and recall for brands placement in movies. The research also shows that brand placement has impact among younger viewers in movies.

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