COMPARATIVE ANALYSIS OF PRODUCT PLACEMENT USING MEDIA TELEVISION ON BUYING DECISION BETWEEN YOUNG FEMALE AND ADULT FEMALE

ANALISA PERBANDINGAN DARI PENEMPATAN PRODUK MENGGUNAKAN MEDIA TELEVISI PADA KEPUTUSAN PEMBELIAN ANTARA WANITA MUDA DAN WANITA DEWASA

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ABSTRACT

Product placement is an advertising technique used by companies to subtly promote their products through a non-traditional advertising technique, usually through appearances in film, television, or other media. It will get a lot of attention to their product placement on consumer's mind. Through product placement, company expects to get benefits and also to give a great influence on buying decision of female consumer by television. This study aims to analyze the product placement using media television on buying decision between young female and adult female. Methodology used in this research is Independent Samples T-Test which is to compare whether two groups have different average values. This study results, the young female buy the product based on the advertisement on television that they see and make it as the recommendation, while the adult female don't make the advertisement that they see on television as the main reason for buying the product.

Keywords : product placement, advertisement, consumer buying decision

ABSTRAK

Penempatan produk adalah teknik periklanan yang digunakan oleh perusahaan untuk mempromosikan produk mereka secara halus melalui teknik periklanan non-tradisional, biasanya melalui kemunculan di film, televisi, atau media lainnya. Cara tersebut akan mendapatkan banyak perhatian untuk penempatan produk yang mereka buat pada pikiran konsumen. Melalui penempatan produk, perusahaan mengharapkan untuk mendapatkan keuntungan dan juga untuk memberikan pengaruh besar pada keputusan pembelian dari konsumen perempuan oleh media televisi. Studi ini bertujuan untuk menanalisa penempatan produk dengan menggunakan media televisi dalam pengabilan keputusan pembelian antara konsumen perempuan muda dan konsumen perempuan dewasa. Metodologi yang digunakan dalam penelitian ini adalah Independent Samples T-Test yang membandingkan apakah dua kelompok memiliki nilai rata-rata yang berbeda. Hasil studi ini menunjukan bahwa, konsumen perempuan muda mengambil keputusan untuk pembelian produk lebih didasarkan pada pengalaman mereka setelah melihat iklan produk tersebut di televisi, sementara konsumen perempuan dewasa tidak menjadikan iklan produk sebagai alas an utama saat mengambil keputusan pembelian untuk produk tersebut.

Kata kunci : penempatan produk, iklan, keputusan pembelian konsumen.

1. INTRODUCTION

1.1. Research Background

Perfection is the one thing that every female wants in their live. Not just a perfect life, but also on their look. They make a lot of effort to support their dreams in perfection on their look, some make it happen from natural ways like consume medicinal herbs or even use beauty treatment product that they know from media like television advertisement, magazines, newspaper, and radio. Buy and decide which product that female needs are not easy because if choosing a wrong product, it can cause a bad effect for them. Like choosing a product of hair treatment, for every woman, hair is an important part for their look because it's like to keep their pride. If choosing a wrong hair product treatment, it may affect our hair performance. Nowadays, business competition between companies to attract consumer attention has been done in a lot of various ways. A lot of companies are making business to create a lot of brand new beauty treatment product to support female wants and needs. The role of media also becomes one of the main key to be their strong business supporter. People can see a lot of company make cooperation with media electronic such as television to get consumer attention of their product, like some products that appeared on television commercials, a product as the main sponsor of television show, and even a product which appeared on a movie. It will get a lot of attention to their product placement on consumer's mind. Through product placement, company expects to get benefits and also to give a great influence on female buying decision.

Product placement allows brand to be part of the content of every viewer's favorite shows. By subtly weaving the brand into the editorial of a Television Show, it allows to get closer to the viewers, the customers. Why choose product placement in using television show to get viewers and even customers? Because product placement has been proven to boost awareness and purchase consideration. It can educate viewers about the brand through usage, dialogue, and has the power to change perceptions. It can also help to normalize a brand, where viewers can see it, understand it, and see it being used by presenters or guests in a natural content.

Media television allows brand to become part of the established relationship a viewer has with the program being sponsored. Media television sponsorship enables the brand to associate itself with television shows that could potentially gain relevant custom. Sponsoring a television program facilitates a profound effect on viewers for advertising campaign, reaching as far as their subconscious mind while you associate your business with the show they are watching. In this case, Ellips as the hair treatment product uses Miss Celebrity Indonesia competition in Surya Citra Televisi (SCTV) as their media partner.

1.2. Research Objective

The objective of this study is "to identify if there is difference in buying decision between young female customer and adult female customer of Ellips product placement".

2. THEORITICAL FRAMEWORK

2.1. Marketing

Kotler and Armstrong (2006:5) broadly defined marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. In a narrower business context, marketing involves building profitable, value laden exchange relationship with customers. Marketing as the process by which companies

create value for customers and build strong relationship in order to capture value from customers in return.

2.2. Marketing Mix

Kotler and Keller (2008:24) defined marketing mix as the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product.

2.3. Integrated Marketing Communication

Kotler (2005:385) defined integrated marketing communication as the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its product.

2.4. Consumer Behavior

Bamossy Salomon *et al*, (2006:6) defined that consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.

2.5. Consumer Buying Decision

Customer buying decision is a series of choices made by consumer before making a purchase after they have the willing to buy. Pride and Ferrell (2012:2) stated that to understand consumer buying decision, the marketer should understand the consumption process and the utility of products in consumers' perceptions. They also declared that when purchasing products unconsciously, consumer gets through several steps in the making of purchase decision, purchase, and post-purchase evaluation.

2.6. Product Placement

Kotler (1997:605) defined that product placement is a marketing communications method designed to enhance the image of a certain product among a selected target group by getting positive image enforcement from the positive aspects of the selected media vehicles, such as motion pictures, television series, commercials, theatre plays, video games and even school books. As such product placement is a component of the promotion category (also referred to as communications mix) of the marketing mix, and is considered as a method of publicity creation. As in all marketing subcategories (the different mixes) the use of different components of each category should be designed in such manner that all the components function together by either supporting or replacing each other in right proportions.

2.7. Previous Research

Beng Soo Ong (2004) was conducted about A Comparison of Product Placement in Movies and Television Programs. This research used snowball sample and online survey. The result of this research was respondents did not appear to differ in their attitudes toward product placements in TV programs and in movies. Perhaps audiences do not make a distinction by medium. This lack of differences could also be due to the small sample size or the specific characteristics of the sample. The predominantly younger respondents (18 to 35 age group) in the sample were found to be more tolerable of product placements in general than the older respondents. Perhaps, the younger respondents were quite indifferent to the medium (TV or movies) of the product/brand placement. The lack of findings of different perceptions of movie versus television placements

may also be due to subjects' infrequent encounters with placements in television. Product placements may be more concentrated in movies than in television programs considering the multiple television channel choices and 24/7 programming. Television is also a more cluttered medium than movies in terms of advertisements. Hence, respondents' lack of exposures to television product placements may have resulted in their drawing upon their movie placement exposures in projecting their attitudes toward product placement in television programs. Consequently, no significant attitudinal differences were detected. So it would be premature at this point to conclude that product placements in television programs are likely to be less effective than those in movies. As noted in the literature on product placements, many factors could contribute to the effectiveness of a product placement, regardless of whether the brand is highlighted in a movie or TV show. For example, the amount of brand starring role has been shown to have an impact on the effectiveness of product placements in television shows (Russell, 2003). In closing, the proliferation of placements in television programs will continue as advertisers seek more cost effective visual promotions. Further research on product placements, particularly in television programs, would be timely and beneficial to marketing practitioners.

Alec Sproten, Carsten Diener, Christian Fiebach and Christiane Schwieren (2010) was conducted about Aging and Decision Making: How Aging Affects Decisions Under Uncertainty. On this research they were used independent samples t-test as the method. The research result is those of losses, and decisions based on the memory of gains in ambiguity decisions can lead to a lower level of ambiguity aversion. The other way the positivity effect can influence ambiguous decisions is by the overall emotional state of the individual; mood influences loss aversion (Camerer, 2005), which is strongly related to ambiguity aversion. A second explanation for the age difference in behavior is given by Mata *et al.* (2007). In their study, they found a difference in strategies used by young and older adults to make a decision: older adults look up less information and take more time to process it, but overall decision making of older and young adults seems to be equivalent. If we apply this to the fact that ambiguity is a condition with less information available than risk, one could think that ambiguous decisions are more suitable to older adults. Another factor that can play a role in our findings simply is experience. In fact, older adults had a lifetime to decide and develop strategies for decisions under ambiguity. They can retrieve information from a memory that young adults are just beginning to develop. One survey of bank managers for example revealed that older managers' business decisions were more aggressive than the decisions of younger managers (Brouthers, Brouthers, and Werner, 2000), and different studies found that risky investments increased until a certain moment in life (Riley and Chow, 1992; Schooley and Worden, 1999, Jianakoplos and Bernasek, 1998).

2.8. Research Hypothesis

H_1 = There is a significant difference in buying decision between young female customer and adult female customer of Ellips product placement.

2.9. Conceptual Framework

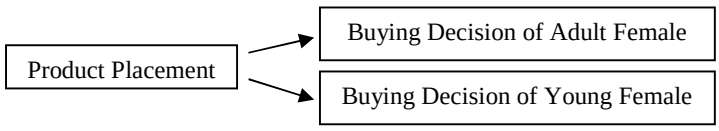

Figure 2.1. Conceptual Framework
Source: Data Processed, 2015

3. RESEARCH METHOD

3.1. Type of Research

This study used a quantitative method, by using questionnaires as a tool to gather data and analysis. The research type is comparative research where it will compare two or more things with a view to discovering something about one or all of Young Female and Adult Female on Buying Decision. Quantitative research seeks to quantify the data. It seeks conclusive evidence based on large, representative samples and typically involving some form of statistical analysis (Maholtra, 2006:180).

3.2. Place and Time of Research

This research is conducted in Manado, North Sulawesi, Indonesia. This research was held during May until June in 2015.

3.3. Population and Sample

The population in this research is female consumer of Ellips hair treatment product in Manado. This research use purposive sampling method. Purposive sampling is a non-probability sampling technique which an experienced individual selects the sample based on his or her judgement about some appropriate characteristic required of the sample member Zikmund W (2003:382). The sample of this research is consumer of Ellips hair treatment product as many of 50 respondents that have experience of using Ellips and because 50 respondents are qualified if above 30 respondents in statistical respondent terms.

3.4. Data Collection Method

The data used in this research are taken from primary data. Primary data originated by the researcher specifically to address the research problem through questionnaire. Researcher distributed the questionnaires to female in Manado that have experience of using Ellips hair treatment product.

3.5. Data Analysis Method

3.5.1. Validity and Reliability

To analyze the validity of questionnaires, Correlation is used. An instrument measure is valid if the instrument measures what tough to be measured. Reliability test is established by testing for both consistency and stability of the answer question. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran 2006:177).

3.5.2. Normality Test

Normality tests are used to determine if a data set is well-modeled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed.

3.5.3. Independent Samples T-Test

The independent samples t-test is a member of the t-test family, which consists of tests that compare mean value (s) of continuous-level (interval or ratio data), normally distributed data.

The independent samples t-test compares the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. The independent samples t-test is a parametric test. A t-test helps you compare whether two groups have different average values. This t – test is to analyze the difference between young female customer and adult female customer in buying decision. The test statistic for an Independent Samples T-Test is denoted as t, which is calculated using the following formula (assuming equal variances), and thus pooling the variances):

$$t = \frac{\overline{x}_1 - \overline{x}_2}{s_p\sqrt{\frac{1}{n_1} + \frac{1}{n_2}}} \qquad s_p = \sqrt{\frac{(n_1 - 1)s_1^2 + (n_2 - 1)s_2^2}{n_1 + n_2 - 2}}$$

$$df = n_1 + n_2 - 2$$

Where :

X_1 = Mean of first sample; n1 = Sample size (number of observations) of first sample

X_2 = Mean of second sample; n2 = Sample size (number of observations) of second sample

df = Degrees of freedom; sp = pooled standard deviation (i.e., treats variances as equal)

s1 = Standard deviation of first sample (Note: once the standard deviation is squared in the equation it represents variance)

s2 = Standard deviation of second sample (Note: once the standard deviation is squared in the equation it represents variance)

The calculated t value is then compared to the critical t value from the t distribution table based on a chosen confidence level. If the calculated t value > critical t value, reject the null hypothesis.

4. RESULT AND DISCUSSION

4.1. Validity and Reliability

The validity coefficient for each variable is good, if the values are above minimum level of 0.30 (Sekaran, 2003).

Table 4.1. Validity Result of Product Placement…(1)

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10
X1.1	Pearson Correlation	1	.891**	.706**	.795**	.643**	.466**	.418**	.800**	.683**	.564**
	Sig. (2-tailed)		.000	.000	.000	.000	.001	.003	.000	.000	.000
	N	50	50	50	50	50	50	50	50	50	50
X1.2	Pearson Correlation	.891**	1	.708**	.762**	.733**	.491**	.420**	.851**	.632**	.602**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.002	.000	.000	.000
	N	50	50	50	50	50	50	50	50	50	50
X1.3	Pearson Correlation	.706**	.708**	1	.688**	.578**	.474**	.312*	.637**	.648**	.641**
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.027	.000	.000	.000
	N	50	50	50	50	50	50	50	50	50	50
X1.4	Pearson Correlation	.795**	.762**	.688**	1	.674**	.380**	.407**	.807**	.627**	.676**
	Sig. (2-tailed)	.000	.000	.000		.000	.007	.003	.000	.000	.000
	N	50	50	50	50	50	50	50	50	50	50
X1.5	Pearson Correlation	.643**	.733**	.578**	.674**	1	.402**	.484**	.648**	.555**	.551**
	Sig. (2-tailed)	.000	.000	.000	.000		.004	.000	.000	.000	.000
	N	50	50	50	50	50	50	50	50	50	50
X1.6	Pearson Correlation	.466**	.491**	.474**	.380**	.402**	1	.656**	.421**	.477**	.550**
	Sig. (2-tailed)	.001	.000	.001	.007	.004		.000	.002	.000	.000
	N	50	50	50	50	50	50	50	50	50	50

Source : Data Processed SPSS 22 (2015)

Table 4.1. Validity Result of Product Placement…(2)

X1.7	Pearson Correlation	.418**	.420**	.312*	.407**	.484**	.656**	1	.439**	.396**	.544**
	Sig. (2-tailed)	.003	.002	.027	.003	.000	.000		.001	.004	.000
	N	50	50	50	50	50	50	50	50	50	50
X1.8	Pearson Correlation	.800**	.851**	.637**	.807**	.648**	.421**	.439**	1	.669**	.662**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	.001		.000	.000
	N	50	50	50	50	50	50	50	50	50	50
X1.9	Pearson Correlation	.683**	.632**	.648**	.627**	.555**	.477**	.396**	.669**	1	.569**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.004	.000		.000
	N	50	50	50	50	50	50	50	50	50	50
X1.10	Pearson Correlation	.564**	.602**	.641**	.676**	.551**	.550**	.544**	.662**	.569**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	50	50	50	50	50	50	50	50	50	50

Source : Data Processed SPSS 22 (2015)
Notes: **. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Table 1 shows the Independent Variable of Product Placement (X1.1 – X1.10) are stated valid because the correlation value is above 0.3.

4.2. Reliability Result

"The minimum value of Cronbarch's alpha must be 0.6. It is better if the value is above 0.6" (Sekaran, 2003). The table above shows that Cronbach's Alpha > 0.6. Thus, indicates that all research instrument indicators of variable are reliable.

Table 4.2. Result of Reliability Test

Cronbach's Alpha	N of Items
.936	10

Source : Data Processed SPSS 22 (2015)

From the SPSS output, shows the Cronbach's Alpha Value of Product Placement = 0.936 bigger than 0,60 means that this research instrument is stated reliable. Therefore the instrument data used in this research can be trusted.

4.3. Normality Result

Table 4.3. Result of Normality Test

One-Sample Kolmogorov-Smirnov Test

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10
N		50	50	50	50	50	50	50	50	50	50
Normal Parameters[a,b]	Mean	3.9000	3.9200	3.9400	4.2000	4.0000	3.9200	3.9000	3.9400	3.9200	3.9600
	Std. Deviation	1.21638	1.10361	1.03825	1.16058	.78246	.77828	.86307	1.16776	.75160	.94675
Most Extreme Differences	Absolute	.353	.369	.283	.292	.300	.301	.226	.360	.322	.277
	Positive	.183	.191	.157	.245	.260	.259	.194	.182	.278	.183
	Negative	-.353	-.369	-.283	-.292	-.300	-.301	-.226	-.360	-.322	-.277
Test Statistic		.353	.369	.283	.292	.300	.301	.226	.360	.322	.277
Asymp. Sig. (2-tailed)		.000[c]	.000[c]	.000[c]	.000[c]	.000[c]	.000[c]	.000[c]	.000[c]	.000[c]	.000[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source : Data Processed SPSS 22 (2015)

Based on the test of Kolmogorov-Smirnov, from X1.1 to X1.1O the result of overall test is normal because the data are not well modeled in respect by a normal distribution, without making a judgement on any underlying variable.

4.4. Independent Samples T-Test Result

In the Independent Samples T-Test**,** respondents shared their opinion by filling questionnaire, and choose the answer based on their experience that have influence young and adult female by using Ellips hair treatment. It means they share their choice by filling several questions in form of questioners, and determined which answer was preferred based on each question.

Table 4.4. Independent Mean Result

	Category	N	Mean	Std. Deviation	Std. Error Mean
X1.1	Young	25	3.5200	1.50333	0.30067
	Adult	25	4.2800	0.67823	0.13565
X1.2	Young	25	3.4800	1.29486	0.25897
	Adult	25	4.3600	0.6377	0.12754
X1.3	Young	25	3.6000	1.22474	0.24495
	Adult	25	4.2800	0.67823	0.13565
X1.4	Young	25	3.6800	1.40594	0.28119
	Adult	25	4.7200	0.45826	0.09165
X1.5	Young	25	3.7200	0.84261	0.16852
	Adult	25	4.2800	0.61373	0.12275
X1.6	Young	25	3.8400	0.8	0.16
	Adult	25	4.0000	0.76376	0.15275
X1.7	Young	25	3.7600	0.92556	0.18511
	Adult	25	4.0400	0.78951	0.1579
X1.8	Young	25	3.4800	1.41774	0.28355
	Adult	25	4.4000	0.57735	0.11547
X1.9	Young	25	3.7200	0.84261	0.16852
	Adult	25	4.1200	0.6	0.12
X1.10	Young	25	3.6800	1.06927	0.21385
	Adult	25	4.2400	0.72342	0.14468

Source : Data Processed SPSS 22 (2015)

Table 4 we can see the frequency of Product Placement of female buying decision in using Ellips hair treatment divided as young female and adult female. Total respondents are 50 female to answer two different questions about their perception about Product Placement. From table 4.4 we can see the difference between the independent sample based on group of young female and adult female. Mean of this table calculates from total respondent's answers. Samples are distributed to 50 respondents that use Ellips hair treatment. In mean of X1.1, young 3.5200 and adult 4.2800. In mean of X1.2, young 3.4800 and adult 4.3600. In mean of X1.3, young 3.6000 and adult 4.2800. In mean of X1.4, young 3.6800 and adult 4.7200. In mean of X1.5, young 3.7200 and adult 4.2800. In mean of X1.6, young 3.8400 and adult 4.0000. In mean of X1.7, young 3.7600 and adult 4.0400. In mean of X1.8, young 3.4800 and adult 4.4000. In mean of X1.9, young 3.7200 and adult 4.1200. In mean of X1.10, young 3.6800 and adult 4.2400.

Table 5 Independent Samples T-Test Result

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
X1.1	Equal variances assumed	11.803	.001	2.304	48	.265	.76000	.32985	1.42320	.09680
	Equal variances not assumed			2.304	33.381	.285	.76000	.32985	1.43079	.08921
X1.2	Equal variances assumed	8.435	.006	3.048	48	.168	.88000	.28868	1.46042	.29958
	Equal variances not assumed			3.048	34.995	.168	.88000	.28868	1.46604	.29396
X1.3	Equal variances assumed	7.341	.009	2.429	48	.190	.68000	.28000	1.24298	.11702
	Equal variances not assumed			2.429	37.455	.200	.68000	.28000	1.24710	.11290
X1.4	Equal variances assumed	16.113	.000	3.517	48	.175	1.04000	.29575	1.63464	.44536
	Equal variances not assumed			3.517	29.043	.175	1.04000	.29575	1.64483	.43517
X1.5	Equal variances assumed	.647	.425	2.686	48	.109	.56000	.20849	.97919	.14081
	Equal variances not assumed			2.686	43.872	.109	.56000	.20849	.98021	.13979
X1.6	Equal variances assumed	.160	.691	2.723	48	.471	.16000	.22121	.60477	.28477
	Equal variances not assumed			2.723	47.897	.471	.16000	.22121	.60479	.28479
X1.7	Equal variances assumed	.381	.540	2.151	48	.251	.28000	.24331	.76921	.20921
	Equal variances not assumed			2.151	46.836	.251	.28000	.24331	.76952	.20952
X1.8	Equal variances assumed	14.206	.000	3.005	48	.146	.92000	.30616	1.53557	.30443
	Equal variances not assumed			3.005	31.747	.146	.92000	.30616	1.54382	.29618
X1.9	Equal variances assumed	2.039	.160	1.933	48	.598	.40000	.20688	-.81596	.01596
	Equal variances not assumed			1.933	43.361	.608	.40000	.20688	-.81712	.01712
X1.10	Equal variances assumed	2.325	.134	2.169	48	.350	.56000	.25820	-1.07914	-.04086
	Equal variances not assumed			2.169	42.165	.360	.56000	.25820	-1.08101	-.03899

Source : Data Processed SPSS 22 (2015)

Table 4.15 shows the difference between female buying decision divided as Young Female and Adult Female measured by Product Placement, which are X1.1 until X1.10. Normality test result shows that both categories of subjects in the study have a normal distribution. The result of homogeneity test is 0.111 which shows that the variance between the samples is homogeneous. The value of X1.1, t-count = 2.304 > t-table = 1.677 and P-value = 0.265 < 0.05, which indicates that the H_0, is rejected. It means that hypothesis is accepted. In other words, there is a significant difference in buying decision between young female consumer and adult female consumer of Ellips product placement.

The value of X1.2, t-count = 3.048 > t-table = 1.677 and P-value = 0.168 < 0.05, which indicates that the H_0, is rejected. It means that hypothesis is accepted. In other words, there is a significant difference in buying decision between young female consumer and adult female consumer of Ellips product placement. The value of X1.3, t-count = 2.429 > t-table = 1.677 and

P-value = 0.190 < 0.05, which indicates that the H_0, is rejected. It means that hypothesis is accepted. In other words, there is a significant difference in buying decision between young female consumer and adult female consumer of Ellips product placement.

The value of X1.4, t-count = 3.517 > t-table = 1.677 and P-value = 0.175 < 0.05, which indicates that the H_0, is rejected. It means that hypothesis is accepted. In other words, there is a significant difference in buying decision between young female consumer and adult female consumer of Ellips product placement. The value of X1.5, t-count = 2.686 > t-table = 1.677 and P-value = 0.109 < 0.05, which indicates that the H_0, is rejected. It means that hypothesis is accepted. In other words, there is a significant difference in buying decision between young female consumer and adult female consumer of Ellips product placement.

The value of X1.6, t-count = 2.723 > t-table = 1.677 and P-value = .471 < 0.05, which indicates that the H_0, is rejected. It means that hypothesis is accepted. In other words, there is a significant difference in buying decision between young female consumer and adult female consumer of Ellips product placement. The value of X1.7, t-count = 2.151 > t-table = 1.677 and P-value = 0.251 < 0.05, which indicates that the H_0, is rejected. It means that hypothesis is accepted. In other words, there is a significant difference in buying decision between young female consumer and adult female consumer of Ellips product placement.

The value of X1.8, t-count = 3.005 > t-table = 1.677 and P-value = 0.146 < 0.05, which indicates that the H_0, is rejected. It means that hypothesis is accepted. In other words, there is a significant difference in buying decision between young female consumer and adult female consumer of Ellips product placement. The value of X1.9, t-count = 1.933 > t-table = 1.677 and P-value = 0.598 < 0.05, which indicates that the H_0, is rejected. It means that hypothesis is accepted. In other words, there is a significant difference in buying decision between young female consumer and adult female consumer of Ellips product placement. The value of X1.10, t-count = 2.169 > t-table = 1.677 and P-value = 0.350 < 0.05, which indicates that the H_0, is rejected. It means that hypothesis is accepted. In other words, there is a significant difference in buying decision between young female consumer and adult female consumer of Ellips product placement.

4.5. Discussion

One of the important things for every female is to have a healthy hair. That real fact is not just happen for young female, but also for adult female too. They use a lot of treatment to support their wants such as simple treatment like use a lot of hair treatment at house or a treatment that they will get from saloon. One of the most famous and trusted hair treatment products is Ellips that publish in media television lately. Ellips is an innovative hair vitamin product that comprises of natural ingredients.

The influence of product placement on female buying decision had been analyzed in this study based on the case study of Ellips hair treatment. By using the Likert Scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting, and analyzes data. There are five point scale ranging from 1 = “strongly disagree” to 5 = “strongly agree”. As the primary purpose of this study is to analyze how product placement vary across female buying decision was analyzed. However, there are some findings that are contrary to the hypotheses specified in this study.

From the result on the SPSS output, the difference based on group of young and adult female can be seen. There is a difference on female buying decision such as young and adult in using Ellips hair treatment. Female are influenced by advertisements to a great extent. Based on the research, young female will buy the product based on what they see on television and will make

it as the recommendation. They are also admitted that their preferences change to a remarkable extent after going through heavy promotional/advertising strategy. Young female want to try things that they see. This may produce rapid changes in self-confidence and behavior. Young people can crave excitement in a way that most adults find difficult to understand. While the adult female choose the product carefully and will not buy the product just based on the product placement on television. They will buy the product based on why they need it and the function of the product itself.

5. CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Based on the result of data analysis, there are several findings shows the significant differences of Female Buying Decision towards using Ellips hair treatment product divided by two age categories such as young female and adult female based on what they see on media television in Manado. The young female buy the product based on what they see and the adult female buy the product based on why they need it. And there is a significant difference of Product Placement towards using Ellips hair treatment product divided by two age categories such as young female and adult female based on what they see on media television in Manado. The young female buy the product based on the advertisement on television that they see and make it as the recommendation. The adult female don't make the advertisement of Ellips that they see on television as the main reason for buying the product.

5.2. Recommendation

There are important recommendation from this research, to the young female must have made a good decision before buying something, because according to the result, young female buy Ellips hair treatment just because of what they see on television and not buy the product based on the function and need for their hair. And better to gain some information first before buy something. Because what you choose to take care your hair, the most important thing to every female, must the best product. Not every product you can use to your hair, the more complicated the product's ingredients, it may cause a good or bad impact to it. The adult female must develop their intention to buy product because, based on the answer frequency from the respondents, the adult female buy Ellips hair treatment with plan and buy it based on the function that they know. It will be better if they getting know more about the product by the marketing on site. To improve the marketing site power, company need to strengthen their site employees with a better product knowledge and focus on their marketing communication. The marketing of Ellips have to concentrate on female of age over 21 because the more adult of female, the more consideration that they will make to choose product before buy it. Marketers need an extra power to convince them. They need to be very aware of the fact that female do take due care while making purchases. Hence, all the relevant information mentioned on the packing should be taken care of.

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