INFLUENCE OF PRODUCT PLACEMENT IN MOVIES AND TELEVISION PROGRAMS TOWARDS BRAND RECALL OF MILLENNIALS

PENGARUH PRODUCT PLACEMENT DALAM FILM DAN PROGRAM TELEVISI TERHADAP BRAND RECALL MILLENNIAL

By:
Vega J. J. Parengkuan[1]
Joy E. Tulung[2]
Fitty Valdi Arie[3]

International Business Administration, Management Program,
[123]Faculty of Economics and Business,
Sam Ratulangi University Manado

E-mail:
[1]vegaparengkuan@gmail.com
[2]joy.tulung@unsrat.ac.id
[3]fitty_arrie@unsrat.ac.id

Abstract: There are many changes that happens to entertainment medias, which forces marketers to evolve and adjust in order to advertise products. Nowadays, product placements are becoming a prominent marketing strategy used mostly in films and television programs. The purpose of this research is to analyze the influence of product placement in movies and television programs towards the brand recall of millennials in Manado by using variables such as: Visual Dimension, Auditory Dimension, and Plot Connection Dimension. This research uses quantitative method with questionnaires to collect the data, and Multiple Linear Regression as the tool of analysis. The samples in this research are 96 millennials in Manado, or people aged 20- 35 years old. The findings revealed that Visual Dimension have positive relationship and significant influence toward the Brand Recall, Auditory Dimension have negative relationship and no significant influence toward the Brand Recall, and Plot Connection Dimension have positive relationship and significant influence toward the Brand Recall. Marketers need to consider extending the visual prominence of their brand, increase the frequency of mention of the product to alert and notify the viewers, and have their product well integrated to the movie or television program's storyline.

Keywords: *product placement, brand recall*

Abstrak: *Ada banyak perubahan yang terjadi pada media hiburan, yang memaksa pemasar untuk berevolusi dan menyesuaikan diri untuk mengiklankan produk. Saat ini, penempatan produk menjadi strategi pemasaran terkemuka yang digunakan sebagian besar dalam film dan program televisi. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh product placement dalam film dan program televisi terhadap brand recall milenial di Manado dengan menggunakan variabel-variabel seperti: visual dimension, auditory dimension, dan plot connection dimension. Penelitian ini menggunakan metode kuantitatif dengan kuesioner untuk mengumpulkan data, dan Regresi Linier Berganda sebagai alat analisis. Sampel dalam penelitian ini adalah 96 milenial di Manado, atau orang berusia 20-35 tahun. Temuan mengungkapkan bahwa visual dimension memiliki hubungan positif dan pengaruh signifikan terhadap brand recall, auditory dimension memiliki hubungan negatif dan tidak ada pengaruh signifikan terhadap brand recall, dan plot connection dimension memiliki hubungan positif dan pengaruh signifikan terhadap brand recall. Pemasar perlu mempertimbangkan memperluas penampakan visual merek mereka, meningkatkan frekuensi penyebutan produk untuk mengingatkan dan memberi tahu pemirsa, dan membuat produk mereka terintegrasi dengan baik ke alur cerita film atau program televisi.*

Kata Kunci: *product placement, brand recall*

INTRODUCTION

Research Background

Communication is a vital and essential part of the human life. Without it, humans are unable to convey their intention and message to each other, and thus are unable to work together. There are many ways to communicate with each other, one of which is by using a tool or media. The advancement of technology allows media such as radio, television, and the internet, which can be accessed by using smartphones or computers, to be a viable place for advertiser to advertise their products or services.

Most company use advertisement as one of their marketing strategies in order to introduce their brand or product to the people. Usually advertisement is done through television, where their brand or product is advertised during commercial breaks of a television program or movie. It is also a way for production company of a movie or television program to find more financial support for their budget by using sponsorship in order to make the movie or television program.

In recent years, a noticeable increase in the practice of product placement has been apparent (McKechnie and Jia, 2003). Product placement is the inclusion of product, package, signage, a brand name of the firm in a movie or in a television program for the intent to deepen the brand image and instant recognition at the point of purchase. Placements can be in form of verbal mentions in dialogue, actual use by character, visual displays such as corporate logos on vehicles or billboards, brands used as set decorations, or even snatches of actual radio or television commercials. Product placement is divided into three dimensions. These dimensions are also called the Tripartite Typology. The three dimensions are visual dimension, auditory dimension, and plot connection dimension (Russel, 1998). Visual dimension is related to the visual appearance of a brand or a product in a screen. Auditory dimension is related to the mention of the brand or product in a dialogue. Plot connection dimension is the integration of the product or brand into the storyline.

Brand recall, as defined by Babin and Carder (1996), is "the form of memory that requires one to reconstruct a certain stimulus since the stimulus is not present at the time of recall." Prompted by an outside stimulus such as a logo, slogan, or a question, the consumer can recall the brand (Alba and Chattopahdyay, 1986). Brand recall can be an integral part of marketing strategy because it deals with how the consumer remember or memorized the product or brand that they are exposed to. If the consumer has a good brand recall towards a product or a brand, it can bring great benefit to the company of the product or brand.

Product placement is a good way to advertise a brand or product, because not only the viewer won't skip the advertisement due to its nature of being incorporated into an entertainment program, it will also not bother or annoy the viewer because it is well placed or hidden in a way that it won't take the viewer's attention too much from the entertainment content that they are consuming. Even though product placement is an excellent marketing strategy, there is still room for more insight of how product placement can benefit the marketers and the companies in increasing the brand recall of their product in Manado. Most of the consumer that watch movies and television programs are millennials. And since they are the future of the country, millennials are a suitable target for product placement marketing strategy.

The influence of product placement towards brand recall is a topic that rarely discussed and still need more insight. This research will take a look at how the influence of product placement towards the brand recall, specifically the brand recall of millennials in Manado.

Research Objective

The research objectives are to identify the influence of:
1. Visual dimension, auditory dimension, and plot connection dimension toward brand recall of millennials in Manado simultaneously.
2. Visual dimension towards brand recall of millennials in Manado partially.
3. Auditory dimension towards brand recall of millennials in Manado partially.
4. Plot connection dimension towards brand recall of millennials in Manado partially.

THEORETICAL REVIEW

Marketing

Marketing is managing profitable customer relationships, the twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction"

(Armstrong and Kotler, 2007:6). Most people seems to think marketing as selling and advertising, which is just a small part of marketing. 'The marketer does a good job when he understands superior customer value, prices, distributes and promotes them effectively; the products will sell very easily then. This tells that selling and advertising are just a part of marketing as a marketing mix; a set of marketing tools that work together to satisfy customer needs and build customer relationships.' (Armstrong and Kotler, 2007:6).

Advertisement

Communication media is often used as a channel to introduce a brand or product by advertising. Advertising is anything that presents or promotes an idea, goods, or services that is non-personal carried out by the sponsor (Kotler and Armstrong, 2012:69). Advertisements with the form of verbal messages means that the delivery of the message is done by using words, whether written or spoken. Advertisements in the form of nonverbal messages convey messages through photos, images, illustrations, and symbols. Whereas advertisements with a combination form are a combination of verbal and nonverbal messages.

Product Placement

Product placement is a marketing strategy or a marketing technique that can be used by the marketer to promote a brand or a product. Product placement is a method used by marketers to promote brands and products by inserting them into films or television programs (Belch, 2012). It is a creative way of promoting a brand or a product created by the marketers, by having the afro-mentioned brand or product placed in a movie or a television program but not making it too obvious. Product placement is divided into three dimensions, which is the visual dimension, auditory dimension, and plot connection dimension. These dimensions are also called the Tripartite Typology (Russel, 1998).

Visual Dimension

This dimension is related to the appearance of a brand in a screen known as a screen placement. Where in this dimension includes several different levels, depending on the number of views in the screen, and the style of taking the camera on a product. This dimension happens when a product, service, or brand can be simply observed in a television program or a movie. Most marketers believe that showing a product repeatedly during a program is highly valued because it will increase consumer recognition (Russel, 1998).

Auditory Dimension

This dimension is related to the mention of a brand in a dialogue or known as the script placement. The shape of the dimension consists of several levels of variation, depending on the context in which the brand is mentioned, the frequency that the brand is mentioned and the emphasis placed on the brand name through language style, intonation and placement in dialogue and actors who mention the brand. Hearing information has a greater effect than visual placement for viewers because they can process information even when they are not looking at the television or movie screen.

Plot Connection Dimension

This dimension is the placement of brands and products that are integrated in the storyline. This placement dimension is most often done and can be said to be the most effective because it usually has a large impact in communicating a brand. The high plot connection dimension can strengthen the theme of the story, while the low plot connection dimension is an ineffective brand and product placement.

Brand Recall

Recall, as defined by Babin and Carder (1996), is "the form of memory that requires one to reconstruct a certain stimulus since the stimulus is not present at the time of recall." Prompted by an outside stimulus such as a logo, slogan, or a question, the consumer can recall the brand (Alba and Chattopahdyay, 1986). To a lesser degree, brands are also interested in what a consumer recalls when they think of the brand, but this plays more into brand personality and brand congruency.

Previous Research

Patel and Patel (2015) investigated the impact of movie genre, product placement type, and viewer gender on audiences' recall of brand placed in movies in order to know which one gets more attention and more attraction

for buying behavior. Findings suggest that product placed in prominent mode has higher brand recall than product placed in subtle mode. Further it reveals that automobile products are highly recognized products among other products placed in selected hindi movies.

　　　Sharma and Nayak (2015) studied various other dimensions associated with product placements viz; celebrity endorsements, references and emotions which contribute to recall of the brand and therefore customer satisfaction. From a pragmatic viewpoint it may be construed that by understanding influences of various variables and types of product placement, marketers are likely to envisage and plan the actions in leveraging the channel. The research suggests that the consumer purchase intention is strongly influenced by the dimensions of celebrity endorsement, attention, acceptance, reference and emotional connect with the products. They are envisaged to be strong predictors of consumer buying preferences in terms of product placement among consumers.

　　　Balakrishnan *et al.* (2012) investigated the relationship between the acceptance of brand placement based on consumers' perception and the brand recall towards brand preference, loyalty and intention to purchase among Malaysian young movie viewers. The result indicated that the acceptance of brand placement based on consumers' perception and brand recall have a significant relationship with brand preference, loyalty and intentions to purchase. These findings indicate to brand managers that brand placement has become an important marketing tool to reach emerging younger generation consumers.
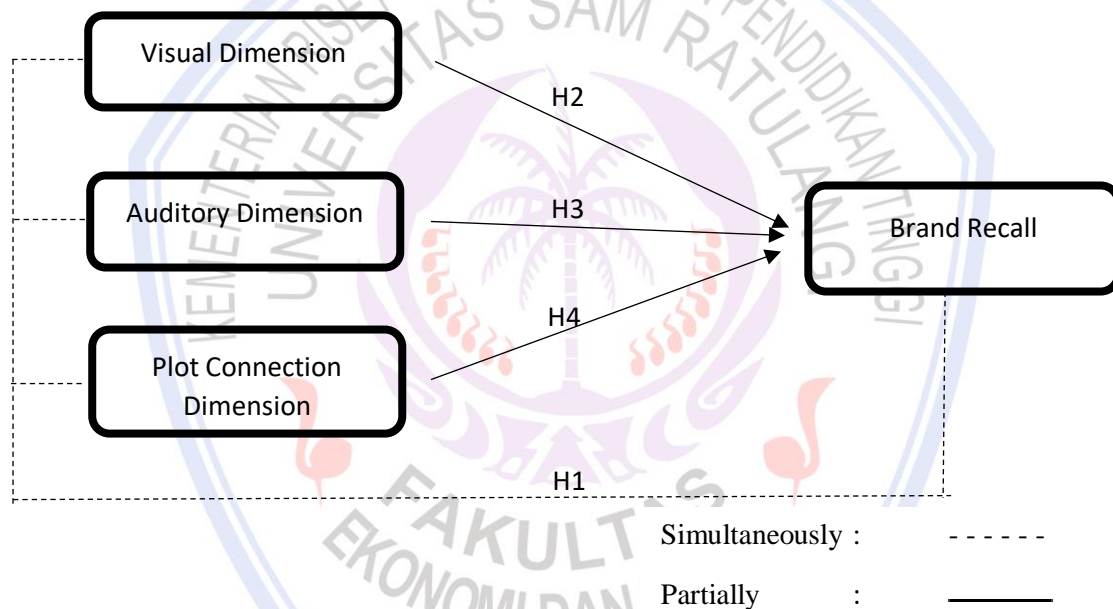
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed, 2019

Research Hypothesis

H$_1$: Visual dimension, auditory dimension, and plot connection dimension have significant effect on brand recall of millennials in Manado simultaneously.

H$_2$: Visual dimension has significant effect on brand recall of millennials in Manado partially.

H$_3$: Auditory dimension has significant effect on brand recall of millennials in Manado partially.

H$_4$: Plot connection dimension has significant effect on brand recall of millennials in Manado partially.

RESEARCH METHOD

Research Approach

　　　Quantitative research is methods that emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing

statistical data using computational techniques. Quantitative research focuses on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon.

Population, Sample Size and Sampling Technique

The population in this research is the millennials in Manado that has ever seen a television program or a movie. the sample size of the research is 96 respondents who has ever watch a television program or a movie. Sample method used for this research is purposive sampling method.

Data Collection Method

To collect the research data, primary data collection was used through questionnaires. A questionnaire is a research instrument consisting of a series of questions (or other type of prompts) for the purpose of gathering information from respondents.

Operational Definiton and Measurement of Research Variable
Table 1. Variable Definition

Variable	Definition	Indicators
Visual Dimension (X_1)	This dimension is related to the appearance of a brand or a product in a screen known as a screen placement.	1. Visibility 2. Positioning 3. Proximity
Auditory Dimension (X_2)	This dimension is related to the mention of a brand or a product in a dialogue or known as the script placement.	1. The context in which the brand is mentioned 2. The frequency that the brand is mentioned 3. The emphasis placed on the brand name
Plot Connection Dimension (X_3)	This dimension is the placement of brands and products that are integrated in the storyline.	1. Contribution to the plot 2. Character interaction 3. Importance to the plot
Brand Recall (Y)	Brand Recall is the ability to recall a brand from memory that reflects the product that respondents remember.	1. Aided Recall 2. Spontaneous/Unaided recall 3. Top of Mind

Source: Author's Note, 2019

Validity and Reliability

Validity test use to see the validity of the questions, whether the questions within the questionnaire are valid and in-line with the research. Reliability test refers to the degree to which a test is consistent and stable in measuring what it is intended to measure. Most simply put, a test is reliable if it is consistent within itself and across time.

Multiple Linear Regression

Multiple linear regression (MLR), also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The goal of multiple linear regression (MLR) is to model the linear relationship between the explanatory (independent) variables and response (dependent) variable. The formula of linear regression (multiple linear regressions) in general as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + B_3 X_3 + \varepsilon$$

Description:
Y   = Dependent Variable (Brand Recall)
X1 = Visual Dimension
X2 = Auditory Dimension
X3 = Plot Connection Dimension
α   = Constant
β1, β2, β3, & β4 = The regression coefficient of each variable
ε   = Error

RESULT AND DISCUSSION

Result
Validity and Reliability

The Validity test of visual dimension (X1), auditory dimension (X2), and plot connection dimension (X3) and brand recall (Y) are greater than 0.3 and below the significant level of 5% (0.05) which means all the indicators are valid The data is considered as reliable since the value of Cronbach's Alpha is 0.787 and are above the minimum value which is 0.6.

Result of Multiple Linear Regression Analysis
Table 2. Multiple Linear Regression Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.760	1.329		2.077	.040
	Visual_Dimension	.267	.097	.268	2.760	.007
	Auditory_Dimension	.108	.111	.098	.973	.333
	Plot_Connection	.336	.080	.375	4.187	.000

a. Dependent Variable: Brand_Recall

Source: SPSS Output, 2019

Multiple regression analysis is used to determine the effect of the independent variables on dependent variable. The multiple linear regression equation can be interpreted as follows:
1. Constant value of 2.760 means that in a condition of ceteris paribus, if all independent variables equal to zero, then Brand Recall (Y) as dependent variable will be 2.760.
2. X1' s coefficient value of 0.267 means that if there is one unit increase in Visual Dimension (X1) then the Brand Recall (Y) will improve and increase by 0.267.
3. X2's coefficient value of 0.108 means that if there is one unit increase in Auditory Dimension (X2) then the Brand Recall (Y) will improve and increase by 0.108.
4. X3's coefficient value of 0.336 means that if there is one unit increase in Plot Connection Dimension (X3) then the Brand Recall (Y) will improve and increase by 0.336.

Testing the Goodness of Fit: Coefficient of Correlation (R) and Coefficient of Determination (R2)
Table 3. Result of R and R^2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556[a]	.309	.288	1.530

a. Predictors: (Constant), Plot_Connection, Visual_Dimension, Auditory_Dimension

Source: Data Processed, 2019

The value of R is 0.556; it means there is a strong relationship between independent variables with dependent variable. The value of R2 is 0.309 which shows that the variation of all independent variable explains 30.9% of variation in the Brand Recall (Y), while the remaining 69.1% is explained by other factors outside the model or not discussed in this research.

Multicollinearity
Table 4. Multicollinearity Statistics

		Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.760	1.329		2.077	.040		
	Visual_Dimension	.267	.097	.268	2.760	.007	.761	1.314
	Auditory_Dimension	.108	.111	.098	.973	.333	.711	1.406
	Plot_Connection	.336	.080	.375	4.187	.000	.898	1.113
a. Dependent Variable: Brand_Recall								

Source: Data Processed. 2019

Table 4 shows that the tolerance value of Visual Dimension is 0.761, Auditory Dimension is 0.711, and Plot Connection Dimension is 0.898 meaning that the tolerance value of each variable is more than 0.1. The VIF value of Visual Dimension is 1.314, Auditory Dimension is 1.406, and Plot Connection Dimension is 1.113 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.
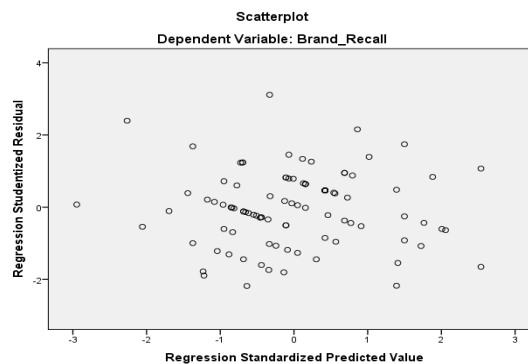
Heteroscedasticity

Figure 2. Heteroscedasticity Test
Source: Data Processed, 2019

Figure 2 shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.
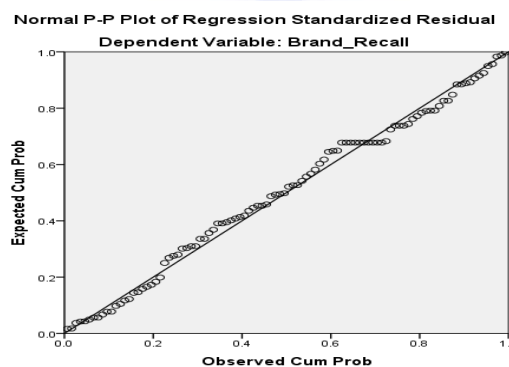
Normality

Figure 3. Normality Test
Source: Data Processed, 2019

Figure 3 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

Hypothesis Testing
f-test
Table 5. Simultaneous Test (f-test Output)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	100.661	3	33.554	14.339	.000[b]
	Residual	224.649	96	2.340		
	Total	325.310	99			

a. Dependent Variable: Brand_Recall

b. Predictors: (Constant), Plot_Connection, Visual_Dimension, Auditory_Dimension

Source: Data Processed, 2019

Table 5 shows the value of Fcount is 14.339. The value of Ftable is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 3 and degree of freedom 2 (denumerator) is 96 with level of significance is 0.05 ($\alpha = 0.05$) and the level of confidence is 95% then Ftable is 2.70. The result is Fcount (14.339) > Ftable (2.70). Therefore, since Fcount is greater than Ftable, Hypothesis 1 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

t-test
Table 6. Partial Test (t-test Output)

Variable	t_{count}	t_{table}	Description
Visual Dimension (x1)	2.760	1.660	Accepted
Auditory Dimension (x2)	0.973	1.660	Rejected
Plot Connection Dimension (x3)	4.187	1.660	Accepted

Source: Data Processed, 2019

The interpretations are:
1. The value of t-count of X1 is 2.760 with the level significant of 0.007. Since the value of tcount = 2.760 > ttable = 1.660 meaning that H2 is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that X1 (Visual Dimension) partially has a significant effect on Brand Recall (Y).
2. The value of t-count of X2 is 0.973 with the level significant of 0.333. Since the value of tcount = 0.973 > ttable = 1.660 meaning that H3 is rejected. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that that X2 (Auditory Dimension) partially does not have a significant effect on Brand Recall(Y).
3. The value of t-count of X3 is 4.187 with the level significant of 0.000. Since the value of tcount = 4.187 > ttable = 1.660 meaning that H3 is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that X3 (Plot Connection Dimension) partially has a significant effect on Brand Recall(Y).

Discussion
Product placement is a marketing strategy where the marketers take advantage of the technological development by advertising brand or product in films or television programs. Since films and television programs became a major part in the current entertainment culture, it has the potential to expose the brand or product to significant number of potential customers, and therefore could increase the exposure of a company or a brand that provide these services or products. How a customer perceives the brand or product when they are exposed to product placement, can help in bringing more information and understanding of how it affects their memory of the brand.

For this reason, the major contribution of this study is to explore the effect of Visual Dimension, Auditory Dimension, and Plot Connection Dimension as the independent variable on Brand Recall as the dependent variable. The data was collected from 96 respondents which are the millennials that has watch a film or television programs in Manado. The result of this research shows that based on hypothesis testing by using F-test, it is proven that there is linear relationship between independent and dependent variable simultaneously. It is also shows that based on hypothesis testing using t-test, from the significance value it can be seen that not all variables individually have a significant effect. Variables that have a positive and significant effect are Visual Dimension and Plot Connection Dimension on the Brand Recall, while Auditory Dimension have negative and do not have significant effect on Brand Recall. In a research done by Steven and Sudrajat (2018), it was proved that visual dimension and plot connection dimension does have a positive and significant effect in researching the influence of product placement towards the brand recall. A previous research done by Chan & Lowe (2017) clearly shows that auditory dimension does have significant effect when it comes to product placement.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:

1. Visual Dimension, Auditory Dimension, and Plot Connection Dimension has significant effect towards the Brand Recall of Millennials in Manado simultaneously.
2. Visual Dimension, with visibility, positioning, and proximity as indicators, partially have positive relationship and significant effect on the Brand Recall.
3. Auditory Dimension, with the context in which the brand is mentioned, the frequency that the brand is mentioned, and the emphasis placed on the brand name as indicators, partially have negative relationship and no significant effect on the Brand Recall.
4. Plot Connection Dimension, with contribution to the plot, character interaction, and importance to the plot as indicators, partially have positive relationship and significant effect on Brand Recall.

Recommendation

If marketers or companies decide to use product placement as a marketing strategy, improvement can be added to visual dimension in order to help increase the chance of higher brand recall among the consumers. A longer duration of product placement can help in increasing the consumers' brand recall. Improvement in auditory dimension is necessary if marketers and companies want to increase the chance of brand recall among the consumers, especially among millennials in Manado. Increasing the frequency of a product or brand being mentioned can make it more familiar to the audience when watching a movie or television programs. Improving plot connection dimension can be helpful in increasing the chance of a brand recall when implementing product placement in a movie or television program. A way to improve the use of plot connection dimension in increasing the chance of brand recall is to have the product or brand be a plot device that can drive the progress of story in a movie or television program. Marketers or companies can try to use their product or brand as a tool to develop the storyline of a movie or television program.

REFERENCES

Alba, J. W., and Chattopadhyay, A. 1986. Salience Effects in Brand Recall. *Journal of Marketing Research*, 23(4), 363–369. Available at https://www.researchgate.net/publication/329447435_Salience_Effects_in_Brand_Recall. Accessed on 25th November 2019.

Armstrong G and Kotler P, 2007. p. 6. *Marketing: an introduction.* (8th ed.). Pearson Education, Upper Saddle River.

Babin, L. A., and Carder, S. T. 1996. Viewers' Recognition of Brands Placed Within a Film. *International Journal of Advertising*, 15(2), 140-151. Available at

https://www.researchgate.net/publication/291293807_Viewers%27_Recognition_of_Brands_Placed_Within_a_Film. Accessed on 25th November 2019.

Balakrishnan, B. KPD., Shuaib, A. S. Md., Dousin, O., Permarupan, P. Y. 2012. The Impact of Brand Placement and Brand Recall in Movies: Empirical Evidence from Malaysia, *International Journal of Management And Marketing Research*, Vol 5. Available at https://www.researchgate.net/publication/265786919_The_Impact_of_Brand_Placement_and_Brand_Recall_in_Movies_Empirical_Evidence_from_Malaysia. Accessed on 26th November 2019.

Belch, G. B. and Michael A. B. 2012. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. New York: Mc. Graw Hill.

Chan, F. F. Y. and Lowe, B. 2017: Product Placement Practices in Prime-Time Television Programmes in Hong Kong, *International Journal of Advertising*, pages 15-27. Available at https://www.researchgate.net/publication/318232699_Product_placement_practices_in_prime-time_television_programs_in_Hong_Kong. Accessed on 26th November 2019.

Kotler, P. and Armstrong, G. 2012. P. 69. *Principles of Marketing.* Pearson Education Limited, New Jersey.

McKechnie, S. A., and Jia, Z. 2003. Product Placement in Movies: A Comparison of Chinese and American Consumers' Attitudes. *International journal of advertising*, 22 (3), 349-374. Available at https://www.researchgate.net/publication/260676646_Product_placement_in_movies_A_comparison_of_Chinese_and_American_consumers%27_attitudes. Accessed on 25th November 2019.

Patel, C. R. and Patel, P. V. 2015. Brand Recall for Product Placement in Hindi Movies, *Global Journal of Management and Business Research: E-Marketing*, Vol. 15. Available at https://www.researchgate.net/publication/305655441_Brand_Recall_for_Product_Placement_in_Hindi_Movies. Accessed on 25th November 2019.

Russel, C.A. 1998. *Toward a Framework of Product Placement: Theoretical Propositions, in Advances in Consumer Research*, vol. 25, Joseph W. Alba and J Wesley Hutchinson, eds., Provo, UT: Association for Consumer Research, pages 357-362. University of Arizona, Tucson. Available at https://www.researchgate.net/publication/248124384_Toward_a_framework_of_product_placement_Theoretical_proposition. Accessed on 25th November 2019.

Sharma, K. and Nayak, N. 2015. Product Placement: Does It Lead to Brand Recall among Indian Consumers, *International Journal of Business and Management*, Vol. 10, No. 5. Available at https://www.researchgate.net/publication/281379705_Product_Placement_Does_It_Lead_to_Brand_Recall_among_Indian_Consumers. Accessed on 26th November 2019.

Steven and Sudrajat, R. H. 2018. Pengaruh Product Placement Terhadap Brand Awareness "BMW" Pada Film Mission Impossible: Fallout, *Jurnal SCRIPTURA*, Vol. 8, No. 2, pages 75-82. Available at https://www.researchgate.net/publication/333849568_PENGARUH_PRODUCT_PLACEMENT_TERHADAP_BRAND_AWARENESS_BMW_PADA_FILM_MISSION_IMPOSSIBlE_FALLOUT. Accessed on 26th November 2019.