THE INFLUENCE OF PRODUCT PLACEMENT AND INFLUENCER MARKETING TOWARDS BRAND AWARENESS IN MANADO

PENGARUH PENEMPATAN PRODUK DAN PEMASARAN INFLUENCER TERHADAP KESADARAN MEREK DI MANADO

By:
Jenefien Yoel Eddon Lydda [1]
David P. E. Saerang[2]
Fitty V. Arie[3]

[123]Management Department Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:
[1]fienyjanefien06@gmail.com
[2]d_saerang@lycos.com
[3]fittyvaldi@gmail.com

Abstract: Product Placement and Influencer Marketing are types of marketing strategy that uses media such as Movies and TV Shows and also social media. The product will be promoted throughout the show and also through famous influencer in order for the brand to gain more recognition. Brand awareness are customers' ability to recall and to use the product from a certain brand after seeing them and to buy them in the future. This paper consists of study on Generation Z's behavior especially for the awareness of the brand through product placement that appears on Movies and TV Shows and also Influencer Marketing across social media platform. The result was taken from 100 Generation Z who lives in Manado and have interest on Movies and TV Shows along with influencers on social media. According to the findings, the people found that product placement has a significant impact towards the awareness of the brand and that influencers marketing has less impact due to the lack of trust that they have on the review that was done by the influencers.

Keyword: product placement, influencer marketing, brand awareness

Abstrak: *Penempatan Produk dan Pemasaran Influencer adalah jenis strategi pemasaran yang menggunakan media seperti Film dan Acara TV dan juga media sosial. Produk akan dipromosikan sepanjang acara dan juga melalui influencer terkenal agar merek tersebut mendapatkan lebih banyak pengakuan. Kesadaran merek adalah kemampuan pelanggan untuk mengingat dan menggunakan produk dari merek tertentu setelah melihat mereka dan membelinya di masa depan. Makalah ini berisi kajian tentang perilaku Generasi Z terutama untuk kesadaran merek melalui penempatan produk yang muncul di Film dan Acara TV dan juga Pemasaran Influencer di seluruh platform media sosial. Hasilnya diambil dari 100 Generasi Z yang tinggal di Manado dan memiliki ketertarikan pada Film dan Acara TV serta influencer di media sosial. Berdasarkan temuan, orang-orang menemukan bahwa penempatan produk memiliki dampak yang signifikan terhadap kesadaran merek dan bahwa pemasaran influencer memiliki dampak yang lebih kecil karena kurangnya kepercayaan yang mereka miliki terhadap ulasan yang dilakukan oleh para influencer.*

Kata Kunci: *penempatan produk, pemasaran influencer, kesadaran merek*

INTRODUCTION

Research Background

    As a human being and as a member of the society, we all have our basic needs for our life. Starting from the bare necessities such as food, water, clothing, sleep and also shelter. We as human need those thing to survive. But aside from the tangible things, we also need other things as our basic needs such as entertainment. We as human needs entertainment in order to keep us entertain and to feed our mind in order for us to have a more stable state of mind. Some entertainment we got are through the screen of our television. Watching TV and Movie shows are one of the ways to keep us human entertain. Another form of it is through our cellphone, laptop, computer and

other gadgets. Through the use of this medium, we could access countless streaming platform and also dive ourselves into the use of social media.

Brand Awareness has become a term that is now familiar to our ears. Brand Awareness is when an individual recognize and associate a certain type of product or services with to a certain brand. It may also include the quality of the brands that are being associated with. When someone buy a product or use a service and they used it based on their memories or recognition of the brand, the person has definitely aware of the product. Brand Awareness is when an individual recognize and associate a certain type of product or services with to a certain brand. Oftentimes, brand optimizes the use of brand awareness marketing strategy in order to gain more consumer. Consumer purchase intention more often or not are being influenced by the awareness of the brand. More consumers tends to buy a certain product or services when they are already aware of them. The awareness of the product could be in the form of their logo, color, or even the quality itself. Product with bigger customers' awareness has a higher chance of thriving in the market. Brand itself is not just a mere of an image of the product, they are also a multisensory prisms that are "built into" products. Eventually, a great branding strategy is only as good as the creativity that are put it in (Holt, 2003).

Customer interest in buying a product more often or not depends on their awareness of the product itself. Brands doing product placement marketing and influencer marketing strategy aims for that the customer to recognize and recall the product later on in the future. Based on their awareness of the product or their recall on it, it will help them to later on decide their buying pattern. Often the product from brands with more intriguing figures such as their stand out colors, shapes, or sizes have a higher chance to be remembered by the audiences. Brand awareness started with the base of branding. Branding is the action of a company where they create a unique name or imagery for their product. This is done in order to distinguish themselves from their competitors and to standout more in the market.

Although the term branding has often being associated with the modern days, branding in the earliest form started way back to 2000BC. It raises the popularity into the 20th century where company started to thrive in using the branding marketing strategy. Brand such as Coca-Cola and Heinz were in high demand due to their brand image, graphic design and their advertisement which make more people aware of them. Today in the internet age, companies are constantly in a competition in crating name or imagery to appeal to a huge customer or market. Company works together with various media or even celebrity in order for more people to recognize their brand. The internet has evolved and changed the way company promotes their product with platform such as YouTube, Instagram, Twitter, and the biggest internet platform which is Google.

Movies and TV Shows has become a constant thing in our life that we see enjoy almost every day through our TV screen, cell phone screen, laptop screen, and through other media. In some of this shows, we see that the people in it are using a certain product from a certain brand. Product Placement is a marketing strategy that company uses in order to gain more attention from the customers. It involves other media such as TV Shows and Movies. Instead of doing advertisement or commercial in between the shows, brands put their product into the show itself. Whether it is being shown in front of the screen, in the background of the set, or even being used by the actors. The product is visible on the screen and onto the audience's eyes even though it is not the main attention. Product Placement happens when there are agreement that has been made by the crew in the shows with the brands, in some cases the brand tends to come up with an extra rule in order for their product can be used as a prop on the show. For example, the director from the movies Knives Out reveals that Apple does not allow the villains to use their product on screen.

Digital marketing uses the constant development of the digital world to do advertisement that is not being touted directly but still has a significant effect. Digital marketing affects all of the traditional marketing mix which includes product, price, place, and promotion. Most active social media user are the generation z which include the age range starting from 10 up to 25 years old. Influencer marketing is a marketing strategy that is used by company in order to increase their brand awareness, increase engagement, and to deliver the message from the brand to their targeted audiences. Hence that is why most brands chooses to work together with influencer that has similar interest or goes well with the product that they are selling. In this modern era it is important for brands to increase their awareness in order for them to gain competitive advantage in the market. Various marketing strategy is used in order for them to create this, and in this study it focuses on specifically two strategy which is product placement and influencer marketing. Prior study has shown a positive relation in between this variables although there are some cases where it has been shown otherwise hence shows an inconstant in the result.

Research Objectives
The research objectives is to:

1. To find out if Product Placement has influence on Brand Awareness.
2. To find out is Influencer Marketing has an influence on Brand Awareness.
3. To find out is Product Placement and Influencer Marketing simultaneously has an influence on Brand Awareness.

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Keller (2012), marketing is recognizing and meeting human and social needs. In a simpler term, marketing is meeting needs profitably. Joshi (2012) stated that marketing is an activity that is done to satisfy the human needs and wants through an exchange of process.

Digital Marketing

Chaffey and Ellis-Chadwich (2016) defined digital marketing as the application of the internet and related digital gadgets in conjunction with traditional communication to achieve marketing goals. Simply defined, digital marketing is achieving marketing objectives through applying digital technologies and media.

Product Placement

Falkow (2010) stated that product placement consist of a group of advertiser producing an appealing content through the use of movies, TV shows, commercial, theater plays, video games, and even school books in order to sell something.

Influencer Marketing

Influencer marketing can be defined as an activity of marketing a product or services through people that have the ability to influence customers. It involves identifying and connecting with individuals with influence who can sway customers' purchase decision (Barker, 2016).

Consumer Behavior

Consumer behavior is the behavior that is displayed by the consumers in searching for purchasing, using, evaluating, and disposing of products and services (Ling, D'Alessandro, and Winzar, 2015). Customer behavior can be seen as the actions, reactions, and the consequences that is happening when the customers goes through a decision making process, reaches a decision and then use the product itself.

Brand Awareness

Brand awareness is holds a brand recognition and the brand recall performance (Kotler and Keller, 2012). Brand recognition is the customers' ability to verify earlier revelation of the brand when given the brand as an indication. Brand recall is the ability of the customers to retrieve the brand from their memory when given the product category. Brand Awareness is defined as a continuum ranging from an undecided feeling that the brand is being recognize, to a belief that it is the barely one in the product class.

Previous Research

Kumar (2017) to find the reason for people to connect to products, their attitude towards product placements and how this attitude influences their brand awareness and buying. There have been studies before showing why marketers and consumers are preferring product placements over commercial advertisements however this study focusses on the effect of product placements on consumer brand awareness. The data for this research has been collected by a questionnaire that includes questions on general opinion as well as the influence of product placements on Brand awareness. The data has been analyzed using Advance Analytics Methods (Random Forest and Association Analysis). The former method helped in identifying the important factors and later method helped to see the various combination of factors influencing product placements in films and television

Ristevska-Jovanovska and Bogoevska-Gavrilova (2021 examined social media users' involvement in Instagram influencer following and their perceived trust in Instagram influencer branded content with the aim to determine how they affect customer's brand awareness. For the purposes of the research study an online questionnaire was sent to Instagram users in the Republic of North Macedonia using the non-probabilistic purposive sampling method. The multiple linear regression method was applied to a set of effective 77 responses,

using the statistical software SPSS to test hypotheses. The results indicated that involvement in Instagram influencer following positively affects customer's brand awareness.

Tocknell (2017) aimed to gain insights into the effectiveness of product placement by reviewing and exploring previous studies on product placement, in order to identify factors that are considered to effect brand equity. The research employed a qualitative approach where 36 questionnaires were conducted and 1 focus group. Stimuli were provided with video clips from two popular television series, namely Friends and Modern Family, for participants to watch and answer the questions that followed. The findings revealed that duo product placement (both audio and visual together) resulted in higher brand awareness and a positive attitude towards product placement. Familiar brands, especially in the context of South Africa, generated greater attention among viewers, thus positively influenced brand equity. Associations and attitudes were positively influenced with the leveraging of actors interacting with the brand, and the strong relationship between the actor and consumer influenced brand attachment.
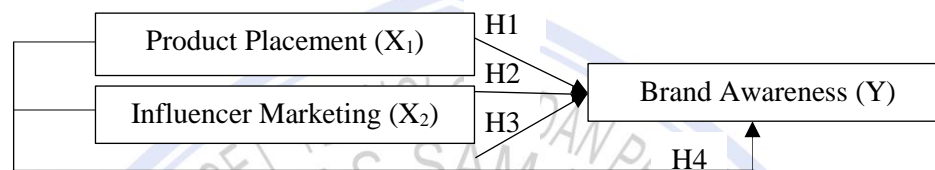
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed (2022)

Research Hypothesis

H1: Product Placement (X1) has positive influence towards Brand Awareness (Y)
H2: Influencer Marketing (X2) has positive influence towards Brand Awareness (Y)
H3: Product Placement and Influencer Marketing (X1, X2) has positive influence towards Brand Awareness (Y).

RESEARCH METHOD

Research Approach

This paper used quantitative approach in order to reach its objective. Quantitative research is based on the quantity or the extent. Quantitative research involves systematic experimental analysis of observable phenomenon via statistical, mathematical or computational techniques in numerical form such as statistics and percentages (Mishra and Alok, 2017).

Population, Sample and Sampling Technique

Population are the set of group of people who matches with the variable that are being applied to in the study and can generalized (Shukla, 2020). Based on the definition, problems, and the variable that is consisted in this study, the population that is going to be used are the people in Manado who have interest in watching movies and TV shows and also the people who actively follows influencer on social media. The sample size consist of 100 people including of Generation Z specifically at the age range 17 – 25 since these are the age range of people who have a buying power around Manado who are aware of a brand appearance on their gadget's screen. This paper uses purposive sampling technique in the order of achieving its objectives. Purposive sampling technique is a sampling method that consist of a purposive selection of particular items of the universe to represent a sample (Mishra and Alok, 2017)

Data Collection Method

The data that is used for this study are primary data and secondary data. The primary data is collected by distributing questionnaires to people within the mentioned aged ranged and through observation. The secondary data collected are from books, previous study and expert opinion.

Operational Definition of Research Variables

Tabel 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicators
Product Placement	Product placement is a marketing strategy that uses method and tool where brand put a specific product in an entertainment shows such as movies and TV shows.	1. Visual figures 2. Plot Placement 3. Audio Placement (Kumar, 2017)
Influencer Marketing	Influencer marketing refers to the effect from the influential communicators on social media and their contribution on awareness of a certain product they promote.	1. Followers 2. Like and comment ratio 3. Audience reachability (Primasiwi, 2020)
Brand Awareness	Brand Awareness is the ability of the consumer to recognize a certain brand in a different occasion.	1. Brand Recognition 2. Brand Recall (Kumar, 2017)

Source: Data Processed (2022)

Validity and Reliability

The validity test is used to find out whether the measure are actually measuring what it is supposed to be measured (Kabir, 2016). Validity is the extent of which a concept is correctly measured in a quantitative research. Reliability is pointing out to the consistency and the repeatability of the measurement. A reliable measure will come out with a same result over and over again. Reliability is related to the consistency of the measure.

Multiple Linear Regression Analysis

Regression using more than one independent variable is called a multiple or a multivariate regression analysis. Since this paper uses more than one independent variable, it uses multiple linear regression model, and the formula is as follow:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + + e$$

Description:

Y   : Dependent Variable
α   : constant
β1β2   : regression coefficient of each variable
X1   : Influencer Marketing
X2   : Content Marketing
E   : error

RESULT AND DISCUSSION

Result

Validity and Reliability

The validity test involves 21 questions with the variable Y of Brand Awareness. A validity test is performed by doing a bivariate correlation in between the indicator score and the total conduct score. An indicator is said to be valid if it reached a significant outcome. If the score of the indicators turns out to be more the 0.5. The reliability value of X1 is 0.770, X2 is 0.796, and Y is 0,770. Based on this, it can be concluded that all the reliable number in this study are reliable or consistent.

Classical Assumption

Normality Test

Figure 2 shows a spread data and scattering around the diagonal line and it its following the graph's diagonal line. This is indicating that the line and the scatter plot are appearing around the linear line which is meaning that the model is in normal model distribution.
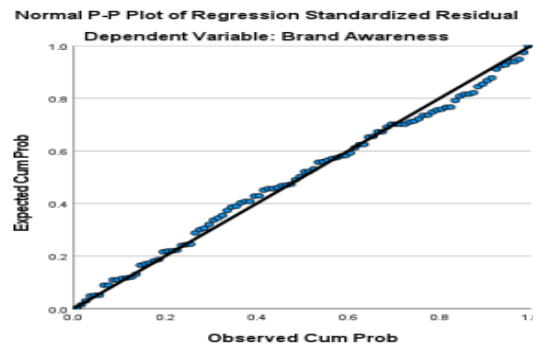
Figure 2. Normality Test
Source: Data Processed (2022)
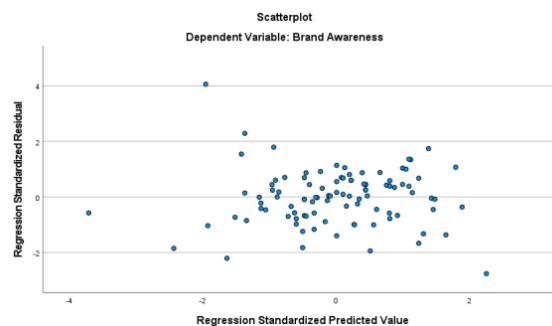
Heteroscedascity Test

Figure 3. Heteroscedascity Test
Source: Data Processed (2022)

Figure 3 shows the result of heteroscedasticity test using scatterplot the dots in the scatterplot spread above and below 0 in Y axis and not form in a clear pattern. It means that there is no heteroscedasticity in this regression model and can be used to predict the influence between dependent variable and independent variables.

Multicollinearity Test
Table 2. Multicollinearity Test

		Coefficients^a	
Model		**Collinearity Statistics**	
		Tolerance	**VIF**
1	(Constant)		
	Product Placement	.880	1.136
	Influencer Marketing	.880	1.136

a. Dependent Variable: Brand Awareness
Source: SPSS Data Processed (2022)

Based on the table, it is shown that the Variance Inflation Factor (VIF) values for Product Placement for Generation Z in Manado (X1), Influencer Marketing for Generation Z in Manado (X2), and Brand Awareness for Generation Z in Manado is lesser then 10 (all VIF values < 10), then in can be concluded that the regression model in this paper has no multicolinier symptoms.

Multiple Linear Regression Analysis
Based on the table 3, it can be concluded that among the variables in this research have the strongest influence is Product Placement with the score of 0.771 or equal to 77.1%.

Table 3. Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.950	3.544		3.372	.001
	Product Placement	.771	.175	.390	4.398	.000
	Influencer Marketing	.431	.124	.308	3.470	.001

a. Dependent Variable: Brand Awareness
Source: SPSS Data Processed (2022)

Based on the table above, the Multiple Linear Regression are as follow: $Y = a + b1.X1 + B2.X2$
$$Y = 11.950 + .771 + .431$$

1. The score of an 11.9501 is a state where the Brand Awareness (Y) variable is not influenced by other variables such as Product Placement (X1) and Influencer Marketing (X2). If the independent variable is not there, then the Buying Decision(Y) variable does not change.
2. b1 of 0,771 is showing the Product Placement (X1) has a positive influence toward Brand Awareness (Y) variable which means that the Product Placement variable (X1) will affect the Brand Awareness.
3. b2 of 0,431 is showing the Influencer Marketing (X2) has a positive influence toward Brand Awareness (Y) variable which means that the Influencer Marketing (X2) will affect the Brand Awareness.

Correlation and Determination (R2)
Table 4. Coefficient of Correlation and Determination (R2) Result
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574^a	.329	.316	5.12695

a. Predictors: (Constant), Influencer Marketing, Product Placement
Source: SPSS Output Data (2022)

Results shows the correlation coefficient or R of 0,574 this reveal that the connection of Product Placement and Influencer Marketing towards Brand Awareness for Generation Z in Manado 57,4% and can be included as a medium relationship. The result of the Coefficient of Determination or R square (r2) is 0,316 equal to 31.6%. The result shows that the Product Placement and Influencer Marketing do have an effect towards Brand Awareness among Generation Z.

Hypothesis Testing
Simultaneous Test (F – Test)
Table 5. F – Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1252.856	2	626.428	23.832	.000^b
	Residual	2549.704	97	26.286		
	Total	3802.560	99			

a. Dependent Variable: Brand Awareness
a. Predictors: (Constant), Influencer Marketing, Product Placement
Source: SPSS Output Data (2022)

The test that has been conducted here id one by comparing the number of significant level of calculation results which is the significant level of 0, 05 or 5%. Based on table above, it is shown that the F shows a value of 23.832 with a significant rate of $0,000 < 0.05$ then Ho was rejected and Ha was accepted. This shows that together the Product Placement (X1), Influencer Marketing (X2), has a jointly influence towards Brand Awareness (Y).

Table 6. T – Test
Partial T   **Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.472	3.340		5.231	.000
	Product Placement	.981	.173	.496	5.658	.000
	Influencer Marketing	.620	.127	.442	4.884	.000

a. Dependent Variable: Brand Awareness
Source: SPSS Data Processed (2022)

Based on t-test results table above to determine the influence of each independent variable partial (individual) on the dependent variable is as follows:
- The value for the Product Placement variable is 5.658 with a significant rate of 0.000 < 0.05. This mean that Product Placement (X1) and a Brand Awareness (Y). This results shows that the hypothesis that Product Placement affects the Brand Awareness among Generation Z in Manado is accepted
- The value for the Influencer Marketing variable is 4.884 with a significant rate of 0.000 < 0.05. It can then be concluded Influencer Marketing (X2) towards Brand Awareness (Y). This results shows that the hypothesis that Influencer Marketing affects the Brand Awareness among Generation Z in Manado is rejected.

Discussion
The influence of Product Placement towards Brand Awareness
The result of the research that has been conducted shows that Product Placement has a significant affect towards Brand Awareness among Generation Z in Manado. the results of the test t shows that Personal Selling has a positive effect on Brand Awareness with a t value of 5,658 and a significant result of 0,000 or below 0,05 which conclude that Product Placement has a positive reliance with Brand Awareness. Product Placement that appear in movies and TV shows creates prospective for customer and raises their awareness to the brand that are being promoted and has a high chance for them to recall the brand and to use them in the future. One of the indicator for Influencer Marketing are the amount of followers they have. The bigger the amount, the most likely for brand to work with them in order to work with them. Another indicator that are related to follower are the like and comment ratio. Influencer with higher follower engagement will more likely cut a deal with brand especially if they have lots of likes and comments in each post. The last thing is the reachability power of the audience. With all three indicators combine, the chances of the audience to be more aware of the product are better. This result has the same outcome with previous study conducted by Tocknell (2017) which shows that in that study the respondent has a positive relation with product placement in TV Shows and that visual placement is the most effective form of product placement.

The influence of Influencer Marketing towards Brand Awareness
The result of the study show that Influencer Marketing does not have a significant affect towards Brand Awareness for Generation Z in Manado the result shows that the T test has come out with the number of 4.884 with a significant level of 0,000 or below 0,05 which means advertising has a negative effect on consumer buying decision with the number slightly below the criteria. Influencer Marketing is shown to be great for introducing new product that customer never have laid eyes on however the role of the influencer itself plays a crucial part since most consumers does not buy the product because the lack of trust they have towards the sincerity and the honesty from the influencer when they are promoting and reviewing brand or product they are working with. Influencer marketing will be more useful if the brand and the influence itself has a similar interest in order to engage with the right market and to come up with content that are interesting enough to engage customer into looking into them and to increase their awareness towards the brand itself. The result of this study alliance with the result of previous study Tjandrawibawa (2020) which in this study it was showed that Brand that has work with influencer and used the Influencer Marketing Strategy find that it was still a bit less impactful in increasing consumer awareness towards the brand.

CONCLUSION AND RECOMMENDATION

Conclusions
1. Brand Awareness can be included as an effective Marketing strategy since people who watch Movies and TV Shows are focused and are detailed especially with shows that are relevant and are their favorite. This is especially if the brand or the product are somewhat related with the show that the audience are watching. This also works effectively with brands that sells foods and beverages since seeing people would more likely to grow their appetite whilst watching the show and triggered by the imagery of food on their screen could stimulate their wants on wanting to have the exact same food that they are seeing on the Movies or TV Shows.
2. Influencer marketing has a negative effect towards Brand Awareness especially for the target audience of Generation Z in Manado. This happens due to the fact that people are not completely trustful towards the influencer review since oftentimes they would sugarcoat the usefulness of the product since they already cut a deal with the brand. In some cases, the Influencer Marketing works but only to increase the popularity of the brand but not so much of the product. Influencer with massive amount of followers on their social media platform would most likely introduce and lift up the brands popularities and fame but does not guarantee that the audience would have interest buying them.
3. Based on the findings and the numbers that has been calculated in this study, it shows that bot Product Placement and Influencer is simultaneously have positive effect towards Brand Awareness. With brands showing their product through Movies and TV Shows and doing deals with influencer, this has shown to be adequate in increasing the consumer awareness of the brand. Doing both of this strategy simultaneously has been shown to be significant on increasing customers' awareness of the brand.

Recommendations
1. The results shows that Product Placement and Influencer Marketing simultaneously has an impact towards Brand Awareness hence Brands should increase both of the marketing strategy in order to increase their engagement with their customer or even potential customer in the future.
2. For brands to be able to maximize the use of the Product Placement strategy it is better for them to involve the product from the brand with the movement or the dialogue that the actors are playing and aside from that, making the product visible to the visual of the viewers is also effective to increase their awareness for that brand.
3. For Brands who are doing Influencer Marketing it is suggested that to maximize it by working or partnering with influencer who are at the same field as the product that they are selling, so for instance for the brand who are selling makeup or skin product it is better for them to work with influencer who are known as a beauty influencer and it is also better for them to give an honest and sincere review in order to increase customers trust toward the product and lastly to came up with contents that are exciting and engaging in order to increase the brand awareness for the viewers.
4. In the future, the study is expected to be a reference or a guideline resource for the Marketing Management Science especially in its relation with Product Placement and Influencer Marketing towards Brand Awareness.

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