

**THE EFFECT OF SUBLIMINAL ADVERTISING ON CONSUMER ATTITUDE AND  
BUYING INTENTION**

**THESIS**

**Presented as Partial Fulfillment of the Requirements for the Degree of Sarjana**

**Ekonomi (S1) in management Program Faculty of Economics**

**Universitas Atma Jaya Yogyakarta**



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**Yogyakarta, August 25, 2014**

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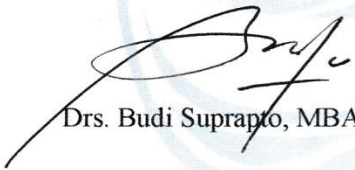
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## **STATEMENT OF THESIS AUTHENTICITY**

I am Geovani Agnesia Somantry sincerely noted that I written this thesis with following title:

### **THE EFFECT OF SUBLIMINAL ADVERTISING ON CONSUMER ATTITUDE AND BUYING INTENTION**

Is verily my own study and research. The statement, ideas, bibliographies and notes which are noted by others written stated in the form of notation and references. If in the future, I were proved that I had imitated some parts or the whole of this thesis, then I willing to remove the degree of Sarjana Ekonomi (S1) certificate of graduation from Universitas Atma Jaya Yogyakarta thus Sarjana Ekonomi (S1) and certificate of graduation that I obtained would be nullified and returned to Universitas Atma Jaya Yogyakarta.

Yogyakarta, August 25, 2014



Geovani Agnesia Somantry

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8. IBMP 2010,(Yeye, Tasha, Elin, Yeffi, Agnes, Bani, Icha, Manggala, Bion and Tegar) 10 of Us are those 300 Spartans against more than 300.000 soldiers (*300, 2006*). We go to the battle arena and work together, without fear...Without doubt... 'Cause We know that "THIS IS SPARTAAA!!!"
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14. Dear Respondents, To All Jelly Fish which are not easy to catch (*Spongebobsquarepants*), Thank you for participated in answering the questionnaire without your help this research cannot be done.

**GeovaniAgnesiaSomantry**

# **DEDICATION**

**TO ALLAH SWT**

**TO MY DAD AND MOM**  
**(GuncoroSomantry and Hartini)**

**TO MY SISTER**  
**(GinnaKikySomantry)**

**TO MY LOVELY NEPHEW**  
**(Michael Aldo Prakoso)**

**TO MY BESTFRIENDS**  
**(BaniKatalina and NovianaIchaPuspita Sari)**

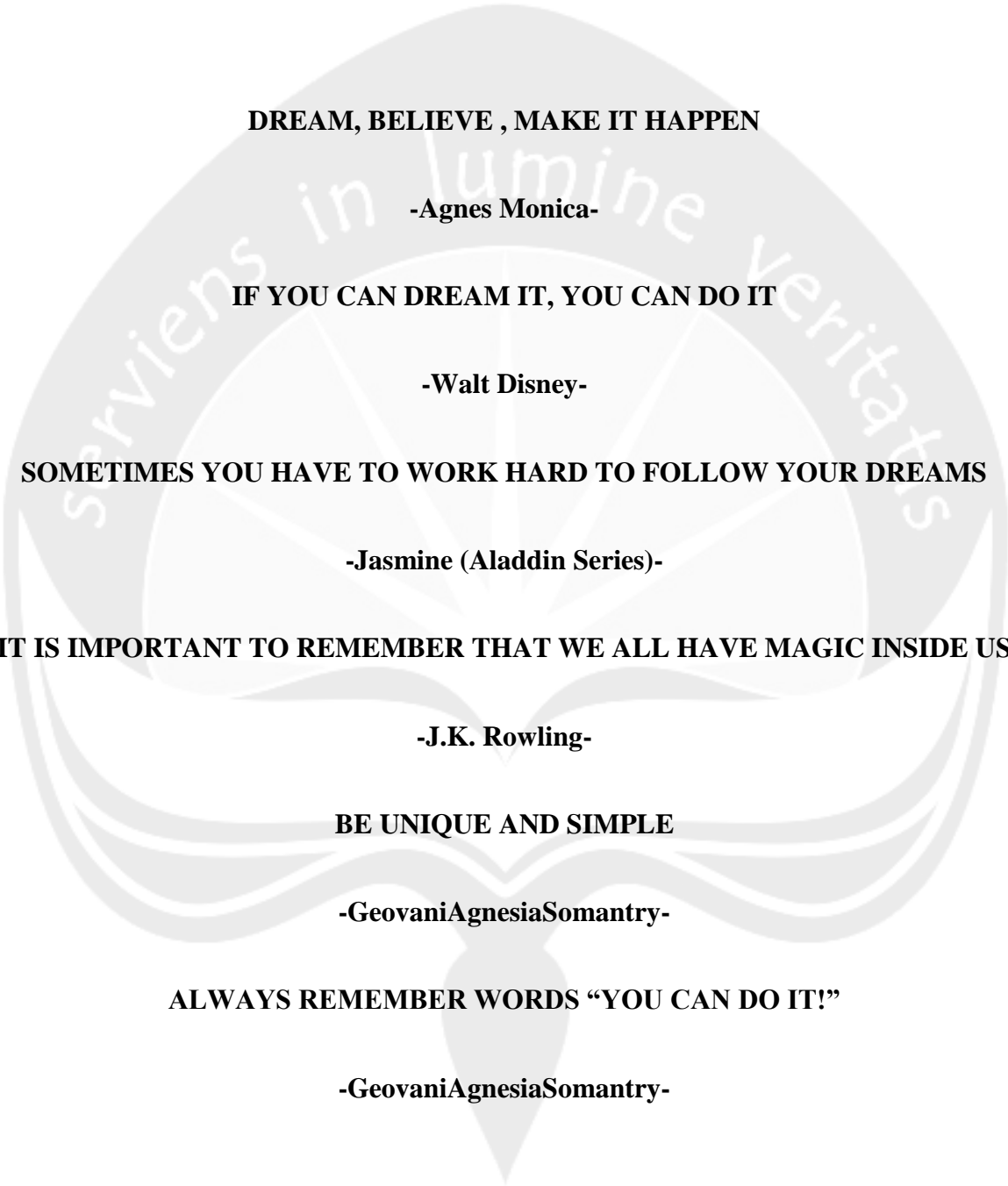
**TO MY INCREDIBLE**  
**(YosafatNugrahaAjiPratama)**

**TO ALL PEOPLE WHO SUPPORT ME**

**TO ALL PEOPLE WHO SAYS THAT “I CAN’T” ☺**

**TO GEOVANI AGNESIA SOMANTRY**





**DREAM, BELIEVE , MAKE IT HAPPEN**

**-Agnes Monica-**

**IF YOU CAN DREAM IT, YOU CAN DO IT**

**-Walt Disney-**

**SOMETIMES YOU HAVE TO WORK HARD TO FOLLOW YOUR DREAMS**

**-Jasmine (Aladdin Series)-**

**IT IS IMPORTANT TO REMEMBER THAT WE ALL HAVE MAGIC INSIDE US**

**-J.K. Rowling-**

**BE UNIQUE AND SIMPLE**

**-GeovaniAgnesiaSomantry-**

**ALWAYS REMEMBER WORDS “YOU CAN DO IT!”**

**-GeovaniAgnesiaSomantry-**

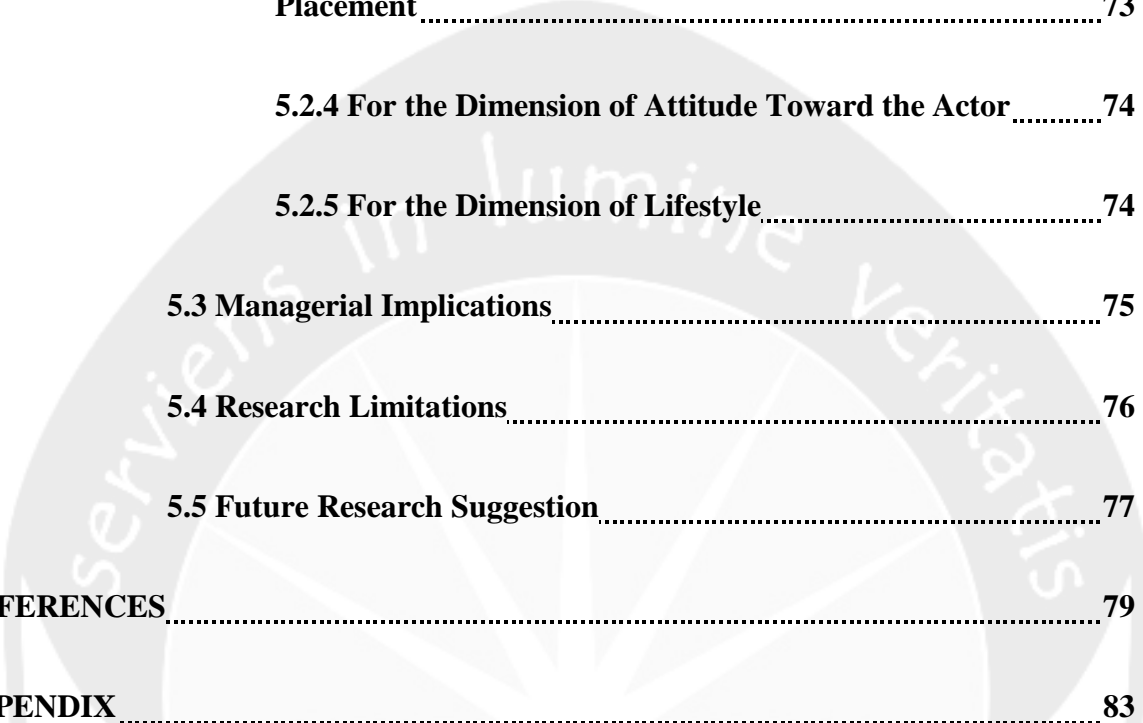
## TABLE OF CONTENTS

<b>TITLE PAGE</b> .....	<b>i</b>
<b>APPROVAL PAGE</b> .....	<b>ii</b>
<b>COMMITTEE’S APPROVAL PAGE</b> .....	<b>iii</b>
<b>STATEMENT OF THESIS AUTHENTICITY</b> .....	<b>iv</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>v</b>
<b>DEDICATION</b> .....	<b>vi</b>
<b>MOTTO</b> .....	<b>vii</b>
<b>TABLE OF CONTENT</b> .....	<b>viii</b>
<b>LIST OF TABLES</b> .....	<b>ix</b>
<b>LIST OF FIGURES</b> .....	<b>x</b>
<b>LIST OF APPENDIX</b> .....	<b>xi</b>
<b>ABSTRACT</b> .....	<b>xii</b>
<b>CHAPTER I: INTRODUCTION</b> .....	<b>1</b>
<b>1.1 Research Background</b> .....	<b>1</b>
<b>1.2 Problem Statement</b> .....	<b>6</b>
<b>1.3 Research Scope</b> .....	<b>7</b>
<b>1.4 Research Objectives</b> .....	<b>8</b>

1.5 Research Benefit .....	9
1.6 Research Report Outline .....	9
<b>CHAPTER II: LITERATURE REVIEW .....</b>	<b>12</b>
2.1 Theoretical Background .....	12
2.1.1 Subliminal Advertising.....	12
2.1.2 Product Placement .....	13
2.1.3 Brand Awareness .....	15
2.1.4 Advertising Effect.....	17
2.1.5 Consumer Attitude .....	18
2.1.5.1 Attitude toward the advertising.....	18
2.1.5.2 Attitude toward the Endorser .....	19
2.1.6 Consumer Life .....	19
2.2 Research Framework .....	21
2.3 Previous research .....	23
2.4 Movie Review .....	25
<b>CHAPTER III: RESEARCH METHODOLOGY .....</b>	<b>32</b>
3.1 Introduction .....	32
3.2 Location Research .....	32
3.3 Sample selection .....	32
3.4 Data Sources .....	33
3.5 Data Analysis Method.....	34
3.5.1 Descriptive Analysis .....	34

3.5.2	Quantitative analysis	34
3.5.3	Validity analysis	35
3.5.4	Reliability testing	35
3.5.5	Factor Analysis	36
3.5.6	Multiple regression testing	37
3.5.7	Variance Analysis	38
3.5.8	Cluster Analysis	38
3.6	The Experiment Procedure	39
<b>CHAPTER IV: DATA ANALYSIS</b>		<b>41</b>
4.1	Introduction	41
4.2	Response Rate	41
4.3	Reliability and Validity Analysis	42
4.3.1	Reliability analysis	42
4.3.2	Validity Analysis	44
4.4	Respondents' Profiles	47
4.4.1	Age	47
4.4.2	Gender	48
4.4.3	Faculty of Atma Jaya Yogyakarta University	49
4.5	Factor Analysis	50

4.5.1 Advertising Effect .....	51
4.5.2 Attitude toward the Script .....	52
4.5.3 Brand Awareness .....	53
4.5.4 Attitude toward the Endorser .....	55
4.5.5 Attitude Toward the Product Placement .....	56
4.5.6 Lifestyle .....	57
4.6 Multiple Regression Analysis .....	59
4.6.1 Advertising Effect Coca Cola .....	60
4.6.2 Advertising Effect Popeyes Chicken .....	63
4.7 T test on advertising Effect .....	66
4.8 Cluster Analysis of Different Lifestyle .....	67
4.8.1 Cluster Analysis .....	67
4.8.2 Name of Cluster .....	67
4.9 Hypothesis Examination .....	70
<b>CHAPTER V: DISCUSSION AND CONCLUSION .....</b>	<b>72</b>
5.1 Introduction .....	72
5.2 Conclusion .....	72
5.2.1 For the Dimension of Brand Awareness .....	72



5.2.2 For the Dimension of Attitude Toward the Script .....	73
5.2.3 For the Dimension of Consumers' Agreement to Product Placement .....	73
5.2.4 For the Dimension of Attitude Toward the Actor .....	74
5.2.5 For the Dimension of Lifestyle .....	74
5.3 Managerial Implications .....	75
5.4 Research Limitations .....	76
5.5 Future Research Suggestion .....	77
REFERENCES .....	79
APPENDIX .....	83

## LIST OF TABLES

<b>Table 2.1 Product Placement at Little Nicky</b> .....	<b>26</b>
<b>Table 4.1 Reliability Analysis</b> .....	<b>43</b>
<b>Table 4.2 Validity Analysis</b> .....	<b>45</b>
<b>Table 4.3 Factor Analysis of Advertising Effect Coca Cola</b> .....	<b>51</b>
<b>Table 4.4 Factor Analysis of Advertising Effect Popeyes Chicken</b> .....	<b>52</b>
<b>Table 4.5 Factor Analysis of Attitude toward the Script</b> .....	<b>53</b>
<b>Table 4.6 Factor Analysis of Brand Awareness Coca Cola</b> .....	<b>54</b>
<b>Table 4.7 Factor Analysis of Brand Awareness Popeyes Chicken</b> .....	<b>55</b>
<b>Table 4.8 Factor Analysis of Attitude toward the Endorser</b> .....	<b>56</b>
<b>Table 4.9 Factor Analysis of Attitude toward the Product Placement</b> .....	<b>57</b>
<b>Table 4.10 Factor Analysis of Lifestyle</b> .....	<b>59</b>
<b>Table 4.11 Regression Analysis of Advertising effect Coca Cola</b> .....	<b>62</b>
<b>Table 4.12 Regression Analysis of Advertising effect Popeyes Chicken</b> .....	<b>65</b>
<b>Table 4.13 T test of Advertising Effect Coca Cola and Popeyes Chicken</b> .....	<b>66</b>
<b>Table 4.14 Variance Analysis of Different Lifestyle Clusters</b> .....	<b>68</b>
<b>Table 4.15 Summary of Hypotheses Testing</b> .....	<b>71</b>

## LIST OF FIGURES

<b>Figure 1.1 Vicary’s subliminal experiment in movies 1957</b> .....	<b>3</b>
<b>Figure 1.2 Tom Cruise’s and Ray-Ban’s Wayfarer sunglass at Risky Business Movies</b> .....	<b>4</b>
<b>Figure 2.1 Coca Cola Subliminal message at Lord of the Ring Movie</b> .....	<b>13</b>
<b>Figure 2.2 The Economic effect of advertising is like the opening break shot in billiards</b> .....	<b>18</b>
<b>Figure 2.3 Meaning Movement and the Endorsement Process</b> .....	<b>20</b>
<b>Figure 2.4 Research Conceptual Framework</b> .....	<b>21</b>
<b>Figure 3.1 Little Nicky Movie Poster</b> .....	<b>40</b>
<b>Figure 4.1 Age</b> .....	<b>48</b>
<b>Figure 4.2 Gender</b> .....	<b>49</b>
<b>Figure 4.3 Faculty of Atma Jaya Yogyakarta University</b> .....	<b>50</b>



## LIST OF APPENDIXS

<b>Appendix 1.1 English Questionnaire.....</b>	<b>84</b>
<b>Appendix 1.2 Indonesian Questionnaire.....</b>	<b>88</b>
<b>Appendix 1.3 Respondent Profile Data.....</b>	<b>94</b>
<b>Appendix 1.4 Respondent Questionnaire Responses.....</b>	<b>97</b>
<b>Appendix 1.5 SPSS Output Of Reliability Analysis.....</b>	<b>103</b>
<b>1.5.1 Advertising Effect Coca Cola.....</b>	<b>103</b>
<b>1.5.2 Advertising Effect of Popeyes Chicken.....</b>	<b>104</b>
<b>1.5.3 Attitude toward Script.....</b>	<b>105</b>
<b>1.5.4 Brand Awareness of Coca Cola.....</b>	<b>106</b>
<b>1.5.5 Brand Awareness of Popeyes Chicken.....</b>	<b>108</b>
<b>1.5.6 Attitude toward the Endorser.....</b>	<b>109</b>
<b>1.5.7Attitude toward Product Placement.....</b>	<b>110</b>
<b>1.5.8 Lifestyle.....</b>	<b>111</b>
<b>Appendix 1.6 SPSS Output of Factor Analysis.....</b>	<b>113</b>
<b>1.6.1 Advertising Effect Coca Cola.....</b>	<b>113</b>
<b>1.6.2 Advertising Effect Popeye Chicken.....</b>	<b>114</b>
<b>1.6.3 Attitude toward the script.....</b>	<b>115</b>

1.6.4 Brand Awareness Coca Cola	117
1.6.5 Brand Awareness Popeyes Chicken	118
1.6.6 Attitude toward the Endorser	119
1.6.7 Attitude toward the Product Placement	120
1.6.8 Lifestyle	122
Appendix 1.7 SPSS Output Of Regression Analysis	124
1.7.1 Advertising Effect Coca Cola	124
1.7.1.1 Recall Rate	124
1.7.1.2 Attitude toward Brand or Product	125
1.7.1.3 Buying Intention	127
1.7.2 Advertising Effect Popeyes Chicken	128
1.7.2.1 Recall Rate	128
1.7.2.2 Attitude toward Brand or Product	130
1.7.3 Buying Intention	131
Appendix 1.8 Output of T Test analysis	133
1.8.1 SPSS	133
1.8.2 Microsoft Excel	135
Appendix 1.9 SPSS Output of Cluster Analysis	136

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**ABSTRACT**

This Research examines the works of subliminal advertising in a movie. The most common term is “Product Placement”. Nowadays this advertising method is still used, although there are many arguments about it. A questionnaire was distributed to investigate product’s brand awareness, consumers’ attitude toward the script, actor, product placement, and lifestyle in the “Little Nicky” Movie.

From this study, there are some conclusions after the data analysis: Higher Awareness is influencing the recall rate, attitude toward the product or brand and intention to buy the product; If a product is tightly connected to the script, the audiences who like the movie script will easily recall the product; People who are agree with product placement or have positive attitude toward Product Placement, they will have more Buying intention to the product; If the Brand awareness is high, the audiences’ attitude toward the actor has influence on advertising effect; and Individual with different lifestyles have different attitude toward the product placement.

**Keyword:** Product Placement, Subliminal Advertising, Advertising Effect, Brand Awareness, Buying Intention, Attitude toward Actor, Attitude the script, Lifestyle.