

## CHAPTER II

### LITERATURE REVIEW

#### 2.5 Theoretical Background

##### 2.5.1 Subliminal Advertising

In 1957, there was increasing sales of Coca cola and popcorn at New Jersey Theater. It was because a market researcher named James Vicary made an experiment about subliminal advertising James Vicary was exposed subliminal projections in a movie by showing text the audience to “Eat Popcorn” and “Drink cola”. And succeed to boost 57,5 percent sales of popcorn and 18,1 percent sales of coca cola. Another proves that subliminal advertising works is a film in 1982. It is E.T (Extra Terrestrial). One of the product in that movie is Reese’s Pieces Candy and after that movie being showed at theaters, the sales increased by 65%. But James Vicary provided no explanations for his results or any other details about his study to the public, so it still becomes an argument whether this kind of advertising. But some marketers still use this method until now.

Subliminal is a stimuli that do not reach human threshold. The definition of subliminal advertising is embedding material in print, audio, or video messages so faintly that they are not consciously perceived (Martha & Kirk, 1993).

*“...if subliminal advertising actually can make people vote the way it wants them to rather than the way they want to...make people buy things they do not want or need...make them believe things that are not true-and all without their being aware of what is happening...”(Klass ,1986)*

According to Ethan (2004), there are three different types of subliminal advertising: Flashing a message so quickly that it is not consciously perceived (Vicary experiment), playing an audio message at a subliminal level (ex: under the sounds of the ocean. Only audible when you close attention), and placing hidden

**Figure 5.1**

**Coca Cola Subliminal message at Lord of the Ring Movie**



**Source: Business Insider**

words or images inside larger illustrations.

As we can see at the picture there is “Coca cola” word at the ring. And this is one of the Lord of the Ring scene. So this is how subliminal advertising implemented at a media which is film.

### 2.5.2 Product Placement

Many advertisers trying to find a way to reach their customers, because the traditional advertising method and media become more expensive and the audiences become fragmented. There are some types of alternative media which can be used by the advertisers, such as video tapes, cinema advertising, atm and product placements (Arens, 1999). As movie industries goes well and many people like to watch movie. Another way to reach a customer is by putting a product into a movie.

According to Miller (1988), Product placements work as subliminal inducements because their context is ostensibly a movie, not an ad, so that each of them comes sidling toward us dressed up as non advertising, not like other kinds of ads now routinely come at us disguised. Gupta & Lord (1998) , product placement can be divided into three ways:

- i) Audio Only (AUD) : Mention the brand in the dialogue between two characters. “Prominent way” means to mention the brand in single, repeat way; while “Subtle way” means to put the brand in the dialogue, and it’s a more subtle way.
- ii) Visual Only (VIS) : To match up with the plot, put the brand or logo of product into scene, which can also be divided to “Prominent way” and “Subtle way”. The former is a special shot or picture full of the scene; the latter is to scan it quickly.
- iii) Audio with Visual (AV) : Not only showing the brand or logo of product, actors mention the product or use it at the same time. “Prominent way” means showing the brand obviously, the actor also mention it in a single or repeat way. “Subtle way” means to shot it quickly and put it in the dialogue naturally.

Product placement use had increasing in recent years. Not only at movies but also at music video, game online, game pc, books etc. Product Placements are not phenomenon as placements are known to have existed as early as the 1930s and were commonly employed via soap opera in the 1950s. However, it was not until

the turn of the century that the number of placements skyrocketed (Belch, 2013). The advantages of product placement are customers cannot change the channel when a company is advertising their product as an integrated part of the show. And these people are not realized that there are products at the movie. But the marketer should be careful in term of using this product placement method. As the advance knowledge, consumers become more sensitive of this product placement and will easily annoy by it. According to Paula Vass (2012) , Product placement strategies have proven to be extremely effective as more consumers are linking certain product to the name of famous actors and singers.

### **2.5.3 Brand Awareness**

There are thousands even billion products in this world, and each of the product should have something to differentiate them. Creating a Brand name, words, symbols and design are the way to identify the product and its source and distinguishes it from the other products. A company should make this “Brand” different from other product so consumers will aware about the product.

Brand awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

Brand awareness is related to the functions of brand identities in consumers' memory and can be reflected by how well the consumers can identify the brand under various conditions. Brand awareness includes brand recognition and brand

recall performance. Brand recognition refers to the ability of the consumers to correctly differentiate the brand they previously have been exposed to. This does not necessarily require that the consumers identify the brand name. Instead, it often means that consumers can respond to a certain brand after viewing its visual packaging images. Brand recall refers to the ability of the consumers to correctly generate and retrieve the brand in their memory(Wikipedia).

It is important to have a strategy, because it will be a tool to help the company to catch more customers and to let the customer choose the product rather than another product. The objective of a successful brand awareness strategy is to gain trust and credibility with customers and end users. According to Riba-Insight, Advertising forms a main part of any brand awareness strategy through the use of both passive and active advertising. Using the specify market as an example the two different principles can be described as:

- Passive advertising addresses the audience without regard for the specification process
- Active advertising targets the audience at one or more stages of the specification process.

#### **2.5.4 Advertising Effect**

Advertising is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services, and ideas) by identified sponsor through various media (Arrens, 1999). Advertising is a type of communication, applying verbal and non verbal

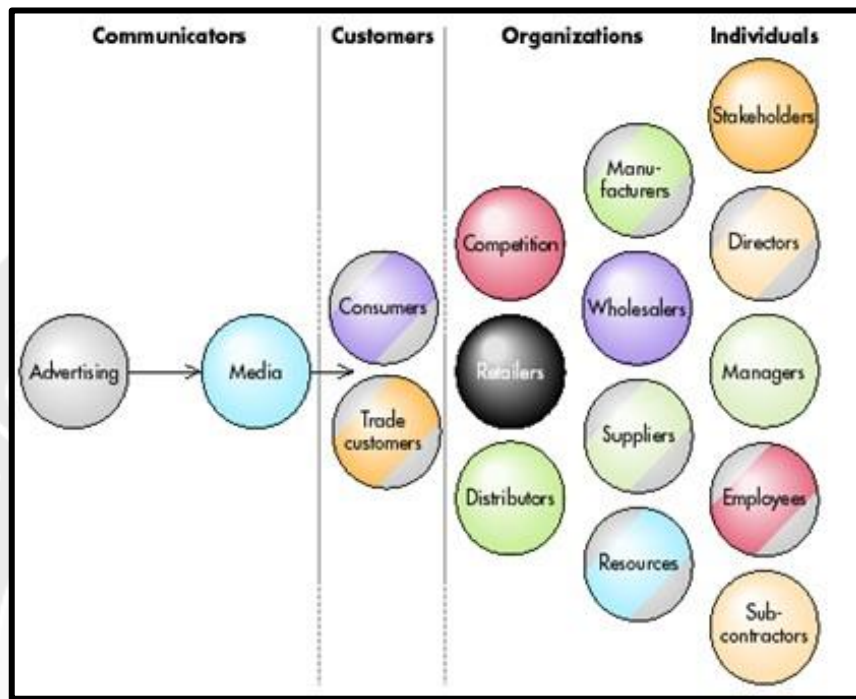
elements that are composed to fill predetermined space and time formats that are controlled by the sponsor. Advertising is directed not only for individual but typically directed to groups of people. Like people who want to buy apple in groceries or business people who own and manage a stores and buy apple directly from a fruit factory.

Advertisement is impacting the economic and social of the society. According to Arens (1999), the economic effect of advertising is like in billiards games. When a company begins to advertise their product, it will give a chain reaction of economic effect as shown at Figure 2.2. Although hard to predict the result of the chain reaction, it is related to the force of the shot and economic environment in which it occurred.

To a certain extent advertising has both positive and negative effects on society. Advertisements both promote prosperity and also are propaganda. Advertising can affect people by making them donate blood, smoke cigarettes , and "reinforce racial, cultural, and sexual stereotypes. Advertisements try to get consumers to follow what they are advertising or buy a product, sometimes through the use of subliminal messages, celebrity endorsements, or obvious signs. People in society are influenced by most advertisements they see and either buy what they see or talk about what they saw to other people (Easter Bunny,2010).

Figure 2.2

The Economic effect of advertising is like the opening break shot in billiards



Source: Arrens, W., F., (1999)

## 2.5.5 Consumer Attitude

### 2.5.5.1 Attitude toward the advertising

Most academic researchers believe that attitude to the ad has two different components: (a.) An affective one, reflecting the direct effect of the feelings evoked by the ad, and (b.) A more cognitive one, reflecting how well made and useful the ad is considered to be. According to researchers MacKenzie, Lutz,

and Belch (1986), attitude to the ad is influenced by the cognitions (thoughts and feelings) that the ad viewer has about the ad; this ad attitude then affects brand attitudes, which then affects the intention to buy or not buy the brand. In addition, the attitude toward the ad also affects the viewer's cognitions that relate to the brand, which of course also affect attitude to the brand. So, attitude toward the ad affects attitude toward the brand both directly, and indirectly.

#### **2.5.5.2 Attitude toward the Endorser**

The best endorsements take their power and their efficacy precisely from this: the successful transfer of meaning. Celebrity endorsement plays a crucial part in the meaning transfer process ((Mei-ling,2007). As the figure 2.3 shows, the meaning that begins in the dramatic roles of the celebrity, in stage 1, to reside in the celebrities themselves. In stage 2, this meaning is transferred when the celebrity enters into an advertisement with a product. Some of the celebrities are now the meanings of the product. In the final stage, the meaning moves from the product to the consumer. Celebrity endorsement makes a very particular contribution to each of these stages. The consistency of endorser and product will have a better advertising effect.

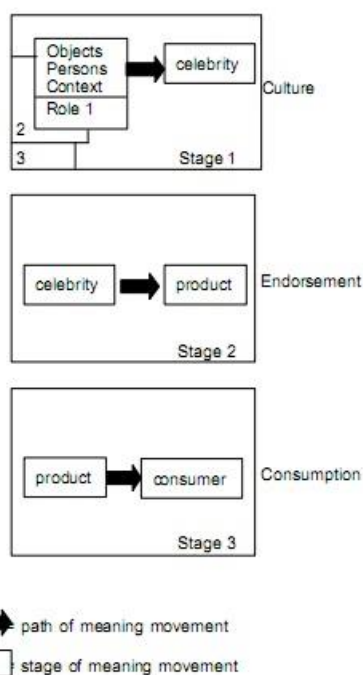
#### **2.5.6 Consumer Life**

Lifestyle is a Popular concept to understand the consumer behavior, perhaps because it is more contemporary than personality and more comprehensive than values. Lifestyle is a summary construct defined as a patterns in which people live and spend time and money. (Black well ,2012).



The most widely used approach to life style measurement has been AIO (Activities, Interests, and Opinions) rating statements. Mei-Ling Liu 2007 stated that life styles as used in life style segmentation research measure peoples' activities in terms of (1) how they spend their time; (2) their interests, what they place importance on in their intermediate surroundings; (3) their opinions in terms of their view of themselves and the world around them; and (4) some basic characteristic such as their stage in life cycle, income, education, and where they live.

**Figure 2.3**  
**Meaning Movement and the Endorsement Process**



**Source: Grant McCracken, 1989**

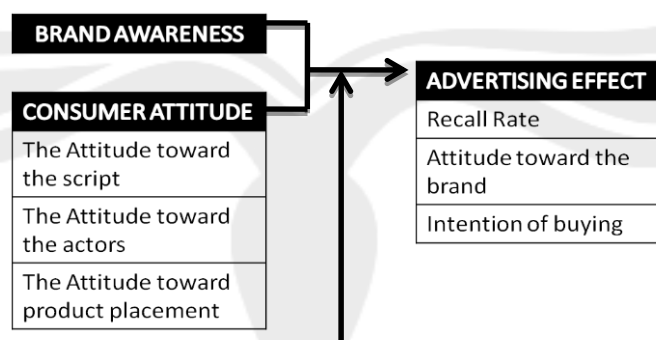
## 2.6 Research Framework

This research focuses on the main effects of brand awareness, the attitude toward the script and actors and product placement upon advertising effect. In addition, it examines the affects of consumers' life styles on each component.

In this framework, There are two independent variable (Brand awareness and Consumer Attitude), One dependent variable (Advertising Effect), and One moderate variable (Life style).

Based on the review of literature, a research framework was developed, shown as Figure 2.4. It suggests the relationships exist between brand awareness, consumer attitude (including toward the script, actors and product placement), and the overall advertising effect. It also describes the effects of life style on each component.

**Figure 2.4 Research Conceptual Framework**



**Source :Meiling Liu ,2007**

According to the objective and previous literature described, we can have conclusions and set some hypotheses.

H1: Brands awareness has significant influences to the Advertising Effect of Product Placement.

H2: Consumer attitudes toward Script have significant influence to the Advertising Effect of Product Placement.

H3: Consumer attitudes toward Endorser have significant influence to the Advertising Effect of Product Placement.

H4: Consumer Attitudes toward Product Placement have significant influence to the Advertising Effect of Product Placement.

H5: Consumers' Different Lifestyles have significant influence to the Advertising Effect of Product Placement.

H6: Consumers' Different Lifestyles have significant differences on Brand Awareness.

H7: Consumers' Different Lifestyles have significant differences on the Attitude toward the Script.

H8: Consumers' Different Lifestyles have significant differences on the Attitude toward Product Placement.

H9: Consumers' Different Lifestyles have significant differences on the Attitude toward Endorser.

## 2.7 Previous research

This research study examine how subliminal advertising works when it takes form of product placement within a popular movie. The concept of subliminal advertising had been introduces since 1950s by James Vicary. James Vicary claimed that he has boosted the sales of Popcorn and Coca- cola product. James Vicary did an experiment at New Jersey Theater by briefly flashing phrase like “Drink Coca-Cola” and “Eat Popcorn” on the screen as the main feature played, pundits, and politicians worried that we were now just one double feature away from turning into brain washed, popcorn gobbling Stalinists (Beato, 2010).

So, what is subliminal?. According to Bertrand Klass (1986), Fears expressed about that supposed insidious dangers of subliminal advertising seem almost comical when we look at the accepted definitions of the term. Most dictionaries of psychology define subliminal stimuli as “those which are not sufficiently potent to elicit a response”. Webster defines subliminal as; “Below the threshold of consciousness; subconscious; also, too small or weak to be perceived, felt, etc.”

According to some of advertising industry, subliminal stimuli could be stimuli that are too weak to elicit a response for some people at a specific point in time but not for people who elicit a reaction from that weak stimulus, then it is no longer truly subliminal. There are some situations that refer to subliminal perception(Moore, 1982):

- a) The subject responds to stimulations the energy or duration of which falls below that at which he ever reported awareness of the stimulus in some previous threshold determination.
- b) He responds to a stimulus of which he pleads total unawareness
- c) He reports that he is being stimulated but denies any awareness of what stimulus was.

Subliminal stimuli are usually so weak that the recipient is not just unaware of the stimulus but is also oblivious to the fact that he/she is being stimulated.

At the previous study, Meilingliu (2007) investigate the effect of subliminal advertising take product placement as example of two products in popular movie at Taiwan, who had just seen the movie. Product placement is one of subliminal advertising method. Cristel 1998, argues that product placement differs in term of three dimensions: (1) Screen Placement (2) Script Placement, and (3) Plot Placement. Cristel claims that transformational and affect transfer processes operate in subliminal advertising to establishing linkage between a movie or television show and the product placed it. While there is little evidence of product change resulting from product placement, people do recognize or recall brand so promoted.



In previous research study by Meilingliu (2007), the author investigated the effect of subliminal advertising (Take Product Placement as example) of two products in a movie selected on moviegoers in Taiwan.




## 2.8 Movie Review

In this thesis, the researcher chooses a movie “Little Nicky” as the object of research. At this section the researcher explain any information about the movie. Directed by Steven Brill, This Comedy movie was released at November 10, 2000. This 90 minutes movie was distributed by New Line Cinema and produced by The Robert Simonds Company and Happy Madison Productions. It stars Adam Sandler as Nicky. As Written by Anthony Pereyrawhen somebody's mother is an angel and his father is the devil, life can be really confusing. For a sweet boy like Little Nicky, it just got a whole lot worse. His two evil brothers Adrian and Cassius have just escaped from Hell and are wreaking havoc on an unsuspecting earth. His dad is disintegrating and it's up to Nicky to save him and all of a humanity by midnight before one of his brothers becomes the new Satan.




Beside the release date, synopsis, actor, etc. There is important information for this research. It is about the Subliminal Advertising- Product placement. There are two product had been shown and mention at the movie, Coca Cola and Popeyes Chicken. Product placement can be divided into three ways(Gupta & Lord, 1998), and below are the list of Product placement at Little Nicky:




**Table 2.1**  
**Product Placement at Little Nicky**




Type Product Placement	Duration	Picture
AUDIO (AUD)	35:06 - 35:07	 <p>tapi bagaimana dengan minum cola?</p>
		"...But were you about to drink one of my Cokes?!" - Todd
	35:32 - 35:34	 <p>kamu mengganti COKE dengan PEPSI?</p>
		" You change a coke into a Pepsi?!"-Beefy

	48:54 - 48:56	 <p>itu POPEYE'S CHICKEN--sebelah sana.</p>
		" There'sPopeyes Chicken, Right there!" - Nicky
VISUAL (VIS)	16:29 - 16:34	
		Popeyes Chicken Box, Product, Brand Name are shown
	34:34 - 34:48	
		Popeyes Chicken Box, Product, Brand Name and Coca Cola's Cane are shown



	34:42 - 32:45	
		Coca Cola's Cane are shown
	34:48 - 34:51	
		Coca Cola's Cane and Brand Name are shown
	40:25 - 40:26	
		Cup of Coca Cola and Brand name are shown

	1:10:31 - 1:10:33	
		Popeyes Chicken Box, Product, Brand Name are shown
	1:12:00 - 1:12:03	
		Popeyes Chicken Box, Product, Brand Name are shown
	1:11:37 - 1:11:40	
		Popeyes Chicken Box, Product, Brand Name are shown

	1:20:36 - 1:20:37	
		Brand name at the hat and Pin (Popeyes Chicken)
AUDIO WITH VISUAL (AV)	17:11 - 17:14	 ayam popeye sangat luar biasa.
		"Popeyes chicken is Awesome" -Nicky. Product of Popeyes Chicken is shown
	35:22 - 35:24	 rasanya seperti PEPSI.
		"This Coke taste like Pepsi" - Todd. Coca cola's cane is shown

	1:10:46 - 1:10:48	
		"Popeye's Chicken is the shiznit"

There are 3 audio types, 9 visual types and 3 audio visual type of product placement at the Movie. And the Duration shown or mention between 1-4 seconds for each scene. So these are the products that become the research object of this thesis.