

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

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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.

## **Introduction**

It takes time to build a business, as a business holder, they should have a major role in developing a marketing strategy, what they need is uniqueness. Most important for a business is a good business name (Good Reputation), A uniqueness does not mean that you have to deceive your potential customers. The uniqueness question is how to make potential customers excited and amused with a marketing strategy that we do, so it will be easy to be remembered.

One of marketing strategy is Promotion. And marketers use movies as a media to advertise their product. In 2013, there were 1625 movie released and 1.34 million ticket sales and in 2014 there were 1.13 million (March) and 1198 movie released ticket sales (The Number, 2014). And it is prove that people likes to watch more movies because of many new and good movies released. So it is chance for a company which wanted to promote their product by putting their product at the movies or product placement rather than making advertisement at TV.

With TV advertisement, consumers usually change to another channel or do other things. But product placement combines product and the content of movie, audience receive the messages of products or bands at the same time and save the impression in their brain without being aware

The birth of subliminal advertising as we know it dates to 1957 when a market researcher named James Vicary inserted the words "Eat Popcorn" and "Drink Coca-Cola" into a movie. It created an 18.1% increase in Coke sales and a 57.8% increase in popcorn sales.

Another example is the 1983, comedy Risky Business which was saved Ray-Ban's Wayfarer sunglasses from extinction. As a result that 360,000 pairs were sold that year. In 2003, film The Italian Job was using BMW as the car which used by the actors. The car experienced a 22% increase in sales over the previous year. In the year 2014, The Lego Movie is one of movie that has 100 minutes of product placement. They are using the product of the Lego as the character of the movie

## **1. Conceptual Development**

### **1.1 Subliminal Advertising**

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). For example in a movie, which is commonly known as product placement, The Ring was flashing "Coca Cola" word which was shown The Lord of the Ring Movie. So this how the subliminal advertising works.

### **1.2 Product Placement**

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 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. 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.

### **1.3 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. 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 and Active advertising targets the audience at one or more stages of the specification process.

### **1.4 Advertising Effect**

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. (Easter, 2010).

### **1.5 Attitude toward 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.

### **1.6 Attitude toward 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). The consistency of endorser and product will have a better advertising effect.

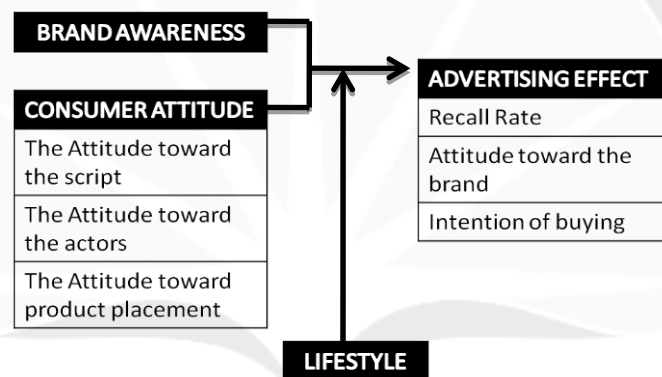
## 1.7 Consumer Lifestyle

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).

## 2. 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 Based on the review of literature; a research framework was developed, shown as Figure 1.

**Figure 3.1 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 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.

### **3. Research Method**

The investigation was held at Universitas Atma Jaya Yogyakarta Indonesia. Purposive sampling is used at this study, the sample elements are selected because it is believed that they are representatives of the population of interest. This research study uses movie as an object research. And many moviegoers are youngsters, finally the author chooses student as the respondent. The questionnaires were filled after respondents saw the "Little Nicky" Movie . The questions were about two products that had been placed in the movie "Little Nicky" ; Coca Cola and Popeyes Chicken. The author took more than 3 weekend to collect 150 respondents who were questioned after watched the movie. A number of techniques included in the SPSS statistical package were to analyze the responses of the subject's questionnaire, specifically Reliability and Validity Analysis, Factor Analysis, Multiple Regression analysis, T test analysis, and Cluster analysis.

### **4. Analysis and Result**

In this study, There are 150 respondents which are 50% female and 50% male students. And the range age is 18- 23 years old. To make sure the data is reliable and valid the author did the analysis. For Reliability analysis, four variables (Advertising Effect Coca Cola, Consumer Attitude Toward Script, Consumer Attitude Toward Product Placement, and Lifestyle) have Cronbach Alpha coefficient values which are more than 0.5, it reflects that the variables have enough reliability rate. While, the other four variables (Advertising Effect Popeyes Chicken, Brand Awareness Coca Cola, Brand Awareness Popeye Chicken, Consumer Attitude Toward Endorser) have Cronbach alpha coefficient values which are more than 0.7, it reflects that the variables have high reliability rate. The author used the KMO coefficient to conclude whether the items and variable are valid. The result is all variable have score more than 0.6.

Next is Factor Analysis, Factor analysis is a general name denoting a class of procedures primarily used for data reduction and summarization (Malhotra, 2010). It is about finding relationships between whole sets of variables, and finding the strength of those relationships. The principle of choosing variables is consistent with Kaiser's (1996) principle: The eigenvalue must be greater than 1 and After varimax rotation, the absolute value of factor loadings are greater than 0.6.

Because in this study, the author used two products so there are 2 products outcome on Advertising Effect and Brand Awareness. For Advertising Effect of Coca Cola and Popeyes Chicken, there are 3 factors, Recall Rate, Attitude toward brand or product and Buying intention (with cumulative percentage 80.061% and 98.001%). For Brand awareness of Coca Cola and Popeyes Chicken, there are 2 factors, Degree of Awareness and Byword Product (with cumulative percentage 68.550% and 73.722%). Attitude toward script has 2 factors, Degree of Satisfaction and Degree of Dissatisfaction (with cumulative percentage 95.623%). Attitude toward the Endorser has 2 factors also, Degree of Appreciation and Identification Degree (with cumulative percentage 65.488%). For Attitude toward Product Placement are Degree of Encouragement and Degree of Agreement with cumulative percentage 80.085%. And Lifestyle has 3 factors, Degree of Trying Fashion, Opinion Interchange and Leisure Attitude (with cumulative percentage 66.556%).

In order to determine the influence of independent variables toward the dependent variable, regression analysis is used to find out the connection and interaction. In this study, the independent variables are brand awareness, attitude toward the script, endorser and product placement; while dependent variable is advertising effect, which includes recall rate, consumers' attitude, and intention of buying. Because there are two products, so there are two outcomes of regression analysis, shown as table 5.1 and 5.2. In this study the core of F table is 1.94 and t table is 1.6551.

**Table 5.1**

**Regression Analysis of Advertising effect Coca Cola**

INDEPENDENT VARIABLE	DEPENDENT VARIABLE	ADVERTISING EFFECT					
		Recall Rate		Attitude toward brand		Buying Intention	
		Sig.	t	Sig.	t	Sig.	t
ATTITUDE TOWARD THE SCRIPT	Degree of Satisfaction	0.048	1.992	0.854	0.184	0.714	-0.368
	Degree of Dissatisfaction	0.000	-4.259	0.722	-0.356	0.521	-0.644
BRAND AWARENESS	Degree of Awareness	0.109	1.289	0.725	0.353	0.377	0.886
	Byword of The Product	0.357	-0.934	0.881	0.150	0.734	-0.340
ATTITUDE TOWARD THE ENDORSER	Degree of Appreciation	0.017	-2.407	0.293	1.055	0.117	1.579
	Identification Degree	0.731	0.345	0.667	0.431	0.836	0.207
ATTITUDE TOWARD THE PRODUCT PLACEMENT	Degree of Encouragement	0.21	1.258	0.153	-1.436	0.656	0.447
	Degree of Agreement	0.651	-0.453	0.681	-0.413	0.466	-0.731
MODEL R <sup>2</sup>		0.184		0.273		0.351	
ADJUST R <sup>2</sup>		0.138		0.232		0.319	
F VALUE		3.979		0.420		0.647	

**Table 5.2**

**Regression Analysis of Advertising effect Popeyes Chicken**

INDEPENDENT VARIABLE	DEPENDENT VARIABLE	ADVERTISING EFFECT					
		Recall Rate		Attitude toward brand		Buying Intention	
		Sig.	t	Sig.	t	Sig.	t
ATTITUDE TOWARD THE SCRIPT	Degree of Satisfaction	0.939	0.077	0.168	1.386	0.751	-0.318
	Degree of Dissatisfaction	0.262	-1.126	0.727	-0.350	0.625	-0.490
BRAND AWARENESS	Degree of Awareness	0.059	-0.482	0.049	0.582	0.12	0.226
	Byword of The Product	0.848	0.208	0.969	0.795	0.735	-0.408
ATTITUDE TOWARD THE ENDORSER	Degree of Appreciation	0.414	1.907	0.348	-1.984	0.946	1.563
	Identification Degree	0.971	-0.192	0.695	0.038	0.393	0.340
ATTITUDE TOWARD THE PRODUCT PLACEMENT	Degree of Encouragement	0.63	0.819	0.562	-0.940	0.822	0.068
	Degree of Agreement	0.836	0.036	0.428	0.393	0.684	-0.857
MODEL R <sup>2</sup>		0.354		0.251		0.268	
ADJUST R <sup>2</sup>		0.305		0.203		0.229	
F VALUE		0.915		0.944		0.473	

In The Regression analysis of Coca Cola advertising effect, Model  $R^2$  and Adjusted  $R^2$  are greater than 0.1, revealing that this model has high goodness of fit (Mei ling, 2007).

From this table 5.1, we can conclude that the more audiences are satisfied with movie story, the higher the level of agreement with product placement will be. Furthermore, the product has higher awareness but not necessary the byword product, resulting in a higher advertising recall rate. For audience who has higher encouragement of product placement with higher awareness product brand there will be higher attitude of acceptance toward advertising and higher intention of buying.

From table 5.2, It can be concluded that All the Independent Variables (Brand Awareness, Consumer Attitude toward script, endorser and product placement) could predict Advertising Effect (the probability score provided at the appendix).

In order to determine whether or not brand awareness will influence the advertising effect, this section is going to use one sample T test to determine if the advertising effect of Coca Cola is greater than Popeyes Chicken. After the researcher get the result of One sample T test from each item, The Mean, Standard deviation and t score were combined into one table, shown as below table 5.3:

**Table 5.3**

**T test of Advertising Effect Coca Cola and Popeyes Chicken**

<b>ONE SAMPLE T TEST OF ADVERTISING EFFECT</b>			
	Mean	Std. Deviation	Std. Error Mean
Recall Rate Of Coca Cola	3.940	0.750	0.061
Recall Rate Of Popeyes Chicken	4.120	0.845	0.051
Attitude toward Brand of Coca Cola	4.080	0.591	0.044
Attitude toward Brand of Popeye Chicken	4.217	0.514	0.050
Intention of Buying -Coca Cola	4.510	0.552	0.048
Intention of Buying -Popeyes Chicken	4.520	0.552	0.045

From table 4-19, there are significant differences in two types of advertising effect. The recall rate, Attitude toward brand and buying intention of Coca cola is significantly lower than that of the recall rate of Popeyes Chicken. The result of this study, demonstrate that brand awareness has influence on the advertising effect, the higher the brand awareness, the more obviously advertising effect will be.

This study used Hierarchical Method to do cluster analysis. To get groups of cluster, it is possible to obtain information on cluster membership table at the output



of SPSS (Using range solutions minimal of cluster membership is 2 and maximum is 4). The table can be seen at the appendix. From that cluster membership, the researcher used 2 number of cluster. Based on Cluster membership table, Cluster 1 has 80 respondents and Cluster 2 has 70 respondents. Combine the cluster analysis and the comparison of different cluster on each component; cluster number 1 and cluster number 2 only have significant difference on the attitude toward product placement and lifestyle. Cluster 1 is higher than cluster 2 on those components, the Names and characteristic of Cluster are describe below:

**Table 5.4**  
**Cluster Analysis of Different Lifestyles**

COMPARISON			
Cluster 1 = Fashionable and Extroverted	Attitude toward Product Placement	Degree of Encouragement	4.181
		Degree of Agreement	3.816
	Lifestyle	Degree of Trying and Fashion	4.065
Cluster 2 = Conservative and Introverted	Attitude toward Product Placement	Degree of Encouragement	3.428
		Degree of Agreement	3.100
	Lifestyle	Degree of Trying and Fashion	3.068

Respondents of cluster 1 have more open mind on trying new things. They also have a more positive attitude toward product placement and this it can be more often. Audiences at cluster 2 are more conservative than that of cluster 1. They are less willing to try new things and pay less attention to new information. They also tend to disagree with product placement and think it should have some limitations.

## 5. Hypothesis Examination

Hypothesis testing was held to test whether the hypotheses which formulated in the chapter 2 were fit with the result in this study. From total nine hypotheses for each product of Coca Cola and Popeyes Chicken, there are five hypotheses are accepted and four hypotheses are rejected. The Summary of hypothesis testing result of this research is shown in table 6.1 below:

No	Hypotheses		Conclusion	
			Coca Cola	Popeyes Chicken
1	Brands awareness has significant influences the Advertising Effect of Product Placement.	H1	Accepted	Accepted
2	Consumer attitudes toward Script have significant influence the Advertising Effect of Product Placement.	H2	Accepted	Accepted
3	Consumer attitudes toward Endorser have significant influence the Advertising Effect of Product Placement.	H3	Accepted	Accepted
4	Consumer Attitudes toward have significant influence the Advertising Effect of Product Placement.	H4	Accepted	Accepted
5	Consumers' Different Lifestyles have significant influence to Advertising Effect of Product Placement.	H5	Rejected	Rejected
6	Consumers' Different Lifestyles have significant differences on Brand Awareness.	H6	Rejected	Rejected
7	Consumers' Different Lifestyles have significant differences on the Attitude toward the Script.	H7	Rejected	Rejected
8	Consumers' Different Lifestyles have significant differences on the Attitude toward Product Placement.	H8	Accepted	Accepted
9	Consumers' Different Lifestyles have significant differences on the Attitude toward Endorser.	H9	Rejected	Rejected

## 6. Conclusion and Result

Brand with Higher Awareness is influencing the Recall rate of the Product or Brand, as well as The Consumer Attitude and Intentions to buy. But when Brand Awareness is not high, then it doesn't have enough influence on the Recall rate of the Product or Brand, as well as The Consumer Attitude and Intentions to buy. Even though the audiences are not users, it still have possibility that after he/she watched the movie, They might still want to buy the product If the Brand have high degree of awareness. From the result of T test and Regression analysis in this study, that product placement is one of the effective ways in method of advertising, one must have certain level of brand awareness. Because Brand awareness has significant influence on the advertising effect, the higher the brand awareness, the higher the Advertising Effect (Recall Rate, Consumer Attitude toward the product or brand and Buying intention).

If a product is tightly connected to the script, the audiences who like the movie script will easily recognize the product and they will believe the product to be what its shown in the movie. So if a product was shown in a positive way, then the audiences will remember it in positive way. In this study, the products in the chosen movie did have tight connection with the script. This might be the reason why audience's attitude toward the movie did affect the intention of buying.

People who are agree with product placement or have positive attitude toward it, they will have more willing to buy the product. They are more likely to believe what is shown at the movie. And people who are disagree with product placement, they will have less willing to buy the product, because they are not notice what is shown in the movie. In this study, most of the audiences or respondents already know about the product placement, because they notice the product was shot in the Little Nicky Movie. This maybe one of the reason why attitude toward product placement have significant influence at advertising effect.

If the Brand awareness is high, the audiences' attitude toward the actor has influence on advertising effect. It is possible that this is because in this study, the actor in the chosen movie did show a strong connection with the product. Thus, the audiences will more likely to transfer their attention to the product. Beside that the actor at the chosen movie also a popular comedian actor but the character of the actor also important.

In this study there are two different groups of people. Each has different attitude toward the product placement. However they demonstrate no difference regarding advertising effect or any other dimensions in this study. One of reason is that degree of product shown at the movie is high, so the audiences although they are agree or disagree with product placement, it doesn't matter. So even though they are old

fashion or like to try new things, there is still no regarding the advertising effect in this study.

## **7. Managerial Implication**

By paying attention on a suitable movie and character of actors, it will give a good advertising effect on the Product placement. From the findings at this study, It is important to take care about the Script, because if the story is boring and doesn't have something unique, it will become a waste. Choose A movie which have purpose to make the audiences relax or happy. Because when people have a positive energy then it will give a positive attitude on whatever on the movie.

But on the other hand, do not forget about the character of the actor. Even though the actor is a popular celebrity, it doesn't mean it will give a good impression on the character of the actor in the movie. In this study almost all respondent don't want to be like Nicky at the movie. So the manager should pay attention of this factor, some audiences do not care about the character of the actor but some other audiences will get influence by the character of the actor which they think it doesn't cool enough.

In this study, Brand awareness is important part to influence the advertising effect of product placement. So if the brand awareness is low then people will find difficulty on remembering the product. It is good if the audiences already know the product so well, because it can give a deeper impression on consumer mind. But if the audiences do not know the product so well, then the marketer/ manager should shown the product repeatedly or in other word Increasing the exposure rate the product in the movie, so people will recognize the product. That is why it is important for the manager to make sure that product have high enough level of Brand awareness.

Although the manager doesn't have power to decide how the story goes in a movie. It is effective if the manager willing to spend more money on a script which has a great connection between the product with the actor and movie. Because generally the movie runs 90 – 150 minutes, if the product just shown one time and do not have contribution or connection on the movie or actor, it will be a waste, because it will not give effect on the advertising.

## **8. Research Limitations**

In this study, the researcher had some limitations which caused some weaknesses. First, in the context limitation, this study was held in Yogyakarta city. The sample was taken limited in this city at Universitas Atma Jaya Yogyakarta. Therefore the result only represents the condition in Yogyakarta only.

Second, the sampling method is purposive sampling, so the researcher just targeting the youngster because almost all the moviegoers or people who like to see

movie is youngster. Therefore the result of this study not for generalization of all moviegoers and the real condition might not fit with the result in this study.

Third, the result of this study was depending on the product content. In this study the author select two products in the movie, Coca Cola and Popeyes Chicken, These products are food and beverage product so almost all people can buy this. Different kind of product will show different result, For example, Car product, Clothe or anything else.

Fourth, In Yogyakarta there is a fried chicken product named “POPEYE FRIED CHICKEN”, and it almost has the same product Name with the product chosen at this study “POPEYES CHICKEN AND BISCUITS”. It can make the respondent confused on which popeyes chicken.

Fifth, Based on the clustering analysis in this study, the author used her own assumption to choose how much membership should be used. Therefore the result of clustering in this study can have more than 2 clusters.

## **9. Future Research Suggestion**

In future research, there are still some directions can be discussed more deeply:

Although at this study the independent variable (Brand awareness, Consumer Attitude toward Script, Endorser, and Product Placement) have a good relation with Dependent Variable (Advertising effect) But there are more than 50 % can be explained by other variables or factors that are not included in this research. So future research can compare with the different variables that relate to this study.

This study using Movie with Comedy genre, maybe future research can use different movie genre which will gave a happy storyline. Like some romantic movie, fantasy movie, or maybe action movie.

The sample of this study is youngster, which almost all the respondents are student at Universitas Atma Jaya Yogyakarta. Maybe future research can put different range of age to see if there is difference between the youngster segment and other range of age.

In Yogyakarta there is a fried chicken product named “POPEYE FRIED CHICKEN”, and it almost has the same product Name with the product chosen at this study “POPEYES CHICKEN AND BISCUITS”. It can make the respondent confused on which popeyes chicken. So next researcher can checked first product which will be chosen.

Based on the clustering analysis in this study, the author used her own assumption to choose how much membership should be used. Therefore the result of clustering in this study can have more than 2 clusters.

The next researcher can examine other product which being put at a movie such as Vehicle products, Clothing Product, Furniture product or else. There are many kind of product which also advertises by this kind of Advertisement. It would be better if the next researcher find any new result from this study.



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